

ZERO - The End of Prostate Cancer Donor Privacy Policy

(Effective April 2022)

Purpose

ZERO – The End of Prostate Cancer (“ZERO”) has established and is implementing a donor privacy policy with the objective of maintaining the trust and confidence of donors and prospective donors which are of paramount importance to the organization. The purpose of this Donor Privacy Policy of ZERO – The End of Prostate Cancer (“Donor Privacy Policy” or “Policy”) is to provide transparency regarding ZERO’s standards, practices, and procedures for the collection, use, and protection of information relating to donors and prospective donors.

Scope of the Policy

This Donor Privacy Policy applies to collection, use and protection of personal information, including information voluntarily provided by the donors and prospective donors and/ or collected on ZERO’s website.

Personal Information

For the purposes of this policy, “personal information” is defined as information that identifies current and prospective donors personally, such as their name, address, telephone number, and email address. ZERO – The End of Prostate Cancer collects and stores the personally identifiable information that donors and prospective donors have provided the organization.

Examples of personal information

- Name, address, and email collected when donors and prospective donors reach out via email, phone, or in-person.
- Name, email address, and other contact information collected when donors and prospective donors register for an event.
- Name, email address, telephone number, and payment information collected when donors make a contribution, either on ZERO’s website, over the phone or by mailing in a check.

Information about donors and prospects such as their age, gender, wealth ratings etc. is also collected using Blackbaud-supported research tools as part of the donor and prospect research process. This information is treated the same way other personally identifiable pieces of information donors and prospective donors have provided the organization.

Personally identifiable information about donors and prospects may be collected and stored through volunteer interaction with donors.

ZERO also collects information about donors' and prospective donors' computer hardware and software that is automatically collected. This information can include: donors' and prospective donors' IP address, browser type, domain names, access times, and referring Web site addresses. This information is used by ZERO – The End of Prostate Cancer for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of ZERO's website.

Consent

By submitting their information to ZERO or any of ZERO's staff, donors and prospective donors consent to the terms and conditions of the Policy and to ZERO's processing personal information for the purposes stated below.

Use and Disclosure of Personal Information

Under this policy, ZERO – The End of Prostate Cancer will use donors' and prospective donors' personal information to:

- Comply with the law or in the good faith belief that such action is necessary to conform to the requirements of law or comply with legal process served on us, protect and defend our rights or act in urgent circumstances to protect the personal safety of others.
- Protect against potential fraud. ZERO – The End of Prostate Cancer may verify with third parties the information collected in the course of processing a gift, event registration or other donation. If a donor uses a credit or debit card on the website, ZERO may use card authorization and fraud screening services to verify that the donor's card information and address matches the information that they supplied to us and that the card being used has not been reported lost or stolen.

Payment information, billing address, and other information will only be collected when it is necessary to process a donation or event registration.

ZERO – The End of Prostate Cancer will not:

- Disclose donors' and prospective donors' personal information to any third party except as described in this Donor Privacy Policy or at the time when the information is requested.
- Sell, trade, or share donor's and prospective donors' personal information, collected on the website or through any other business activities with anyone else.
- Share donors' and prospective donors' personal information unless they give the organization and/or its staff members a specific permission to do so.
- Send donors and prospective donors mailings on behalf of other organizations.

The Web Development Team at ZERO – The End of Prostate Cancer keeps track of the website and pages stakeholders (including donors and prospective donors) visit within ZERO, in order to determine what services, resources, and types of content are the most popular. This data is used to deliver customized content and advertising within ZERO – The End of Prostate Cancer to stakeholders (including donors and prospective donors) whose behavior indicates that they are interested in a particular area.

The Web Development Team at ZERO – The End of Prostate Cancer will disclose donors' and prospective donors' personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on ZERO – The End of Prostate Cancer or the website; (b) protect and defend the rights or property of ZERO – The End of Prostate Cancer; and, (c) act under exigent circumstances to protect the personal safety of users of ZERO – The Prostate Cancer services, or the public.

Security of Donors' and Prospective Donors' Personal Information

ZERO – The End of Prostate Cancer secures donors' and prospective donors' personal information from unauthorized access, use or disclosure. ZERO – The End of Prostate Cancer secures the personally identifiable information donors and prospective donors provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to ZERO's website, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

Donor Recognition

Donor contributions may be publicized in donor recognition materials produced by ZERO – The End of Prostate Cancer, including print, spoken and/or web-based media. If donors do not wish their name to appear in these materials or be otherwise published, they should contact the organization via email at info@zerocancer.org or in writing at:

ZERO – The End of Prostate Cancer
515 King Street, Suite 420
Alexandria, VA 22314

Access to Records

Donors and prospective donors have the right to review personal information that ZERO – The End of Prostate Cancer has collected about them. To review that information donors and prospective donors should contact ZERO via email at info@zerocancer.org or in writing at 515 King Street, Suite 420, Alexandria, VA 22314.

Relation to Other Policies

This policy is intended to amplify ZERO's practices related to information on its donors and prospective donors and is not intended to supersede other ZERO policies which may address the collection, use and/or protection of donor and/or prospective donor information. In instances where there may be a conflict between policies, the terms of this Donor Privacy Policy shall control.

Policy Compliance

The members of the Executive Team of ZERO – The End of Prostate Cancer (CEO and President, Chief Development Officer, and Senior Vice President of Marketing and

Communications) will ensure appropriate compliance with this Policy by all administrative staff, consultants, and volunteers.

Changes to the Privacy Policy

ZERO – The End of Prostate Cancer reserves the right to amend and modify this Donor Privacy Policy from time to time with or without notice to donors or prospective donors. ZERO – The End of Prostate Cancer encourages donors and prospective donors to periodically review this statement to be informed of how the organization is protecting their information.