

## **Notice of Donor Privacy and Gift Acceptance**

### **Donor Privacy Practices**

May Institute and its affiliates are committed to respecting the privacy of our donors. This privacy notice applies to the collection of information, including information collected on our website. This notice will tell you how we use your information.

May Institute adheres to the Donor Bill of Rights, created by the Association of Fundraising Professionals (AFP), the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits. It has been endorsed by numerous organizations. The full text of the Donor Bill of Rights is found at <https://afpglobal.org/donor-bill-rights>. In addition, please refer to our Notice of Privacy Practices.

### **Personal Information**

May Institute will collect and store personally identifiable information about our donors, such as names, addresses, telephone numbers, and e-mail addresses. Here are some examples of ways in which we may collect such information:

- When you request information via our website or otherwise contact us in person, by phone, or by mail, whether postal or an electronic format, we may collect such information as you provide.
- When you register for and/or attend an event.
- When you purchase a ticket or make a contribution, whether on our website, over the phone, or by mail.
- When you volunteer at a May Institute program or event.
- When you sign-up for newsletters or other communications from us, we may collect your name and general contact information.

The above list provides a sample of personal information that may be collected by May Institute.

### **How We Use Information We Collect**

We use the information discussed above in a number of ways, such as:

- Processing donations and purchase transactions;
- Verifying your identity;
- Preventing fraud and enhancing the security of your account or our online services;
- Responding to your requests and communicating with you;
- Managing your preferences;
- Performing analytics concerning your use of our online services, including your responses to our emails;
- Providing you tailored content and marketing messages;

- Operating, evaluating and improving our programs (including improving existing products and services; performing data analytics; and performing accounting, auditing and other internal functions);
- Complying with and enforcing applicable legal requirements, relevant industry standards, contractual obligations and our policies;
- For any other purposes that we may specifically disclose at the time you provide or we collect your information.

We may also use data that we collect on an aggregate or anonymous basis (meaning it does not identify any individuals) for various purposes, where permissible under applicable laws and regulations, to help deliver services and content that are better tailored to the users of our services and for other purposes.

### **Links to Third-Party Websites**

May Institute and its affiliates may provide links to websites that are owned or operated by others (“third-party websites”). When you use a link online to visit a third-party website, you will be subject to that website’s privacy and security practices, which may differ from ours. You should familiarize yourself with the privacy policy, terms of use and security practices of the linked third-party website before providing any information on that website.

May Institute and its affiliates use vendor Blackbaud for online constituent record management and transaction data. Blackbaud’s NXT solution and other applications are PCI DSS and PA-DSS compliant. The provider has implemented PCI standards regarding secure storage of data, strong access control, and other requirements. For more details, please visit <https://www.blackbaud.com/pci-compliance>.

Except as described in this Notice of Donor Privacy or at the time we request the information, we do not otherwise disclose your personal information to any third parties. May Institute will not sell or trade your personally identifiable information to any third parties.

### **Contacting May Institute**

To the extent that we provide you with direct marketing communications, you have control regarding our use of your personal information for such reasons. If you no longer wish to receive any direct marketing communications, you can opt-out at any time. To do so you may use the unsubscribe link within a marketing email received from us or send a request in writing to [Giving@mayinstitute.org](mailto:Giving@mayinstitute.org).

### **Changes to the Notice of Donor Privacy**

We reserve the right to change this Notice of Donor Privacy from time to time. When we do, we will note the last update at the bottom of this Notice of Donor Privacy.

### **Gift Acceptance Policy**

May Institute and its affiliates solicit and accept gifts that are consistent with its mission.

1. Donations will generally be accepted from individuals, partnerships, corporations, foundations, government agencies, or other entities.
2. In the course of its regular fundraising activities, May Institute will accept donations of cash, property, personal property, stock, and in-kind items.
3. Certain types of gifts must be reviewed prior to acceptance due to the special liabilities they may pose. Examples of gifts which will be subject to review include gifts of real property, gifts of personal property, and gifts of securities.

Contact Information If you have any questions regarding this privacy notice, please contact: [giving@mayinstitute.org](mailto:giving@mayinstitute.org).

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