



## **DONOR PRIVACY POLICY**

On December 28, 2017, the Tucson Botanical Gardens renewed its commitment to the privacy of our donors. At a regular meeting of the Board of Directors, the Directors approved the following Donor Privacy Policy:

The Tucson Botanical Gardens respects the privacy of its members and donors.

The Gardens collects three categories of digital and hard copy information, which are provided by members and donors themselves. 1) Contact information; 2) History of memberships, donations and solicitations; 3) Notes on staff interactions, connections to the Gardens' community, and miscellaneous information provided to the Gardens by the member and donors via letters, phone conversations, emails, and in person. This information is used for communication, and to ensure the Gardens keeps accurate records.

Members and donors may write to the Executive Director, Tucson Botanical Gardens, 2150 N. Alvernon Way, Tucson, AZ 85712 to request a review of the personal information collected and request corrections.

The Gardens will not rent or sell personal information regarding its members and donors.

The Gardens will occasionally allow the controlled one time use of its mailing list by other non-profit organizations with missions compatible to that of the Gardens, in exchange for equivalent use of a similar list of the other organization.

List exchanges will be made for the express use of solicitation of new members only. The Gardens will exclude the name of any member from any such exchanged list upon request by the member. Members and donors will have the ability to “opt out” by informing the Gardens in one of two ways: check off the “opt out” box on membership and donation response forms; or mail “opt out” instructions with name and address to Development Department, Tucson Botanical Gardens, 2150 N. Alvernon Way, Tucson, AZ 85712.

The Gardens invests in security measures to protect the personal information of its members and donors. All online financial transactions are done over a secure site. Credit card information is destroyed as soon as the transaction is completed. The Gardens pays for digital security of its files, data bases, and online content through its Information Technology vendor, and its hard copy files are in locked offices.

Adopted by the Board of Directors December 28, 2017