

Donor Privacy Policy

Second Harvest Food Bank Santa Cruz County

Second Harvest Food Bank Santa Cruz County (The Food Bank) believes that no one should have their life's opportunities limited due to hunger or malnutrition. To address the growing need to combat food insecurity, The Food Bank distributes over 8 million pounds of food annually to nearly 20% of Santa Cruz County's population. We do that by partnering with 100 local non-profit agencies and providing nearly 100 local food distribution/nutrition education sessions throughout the county.

In order to do this, The Food Bank relies heavily on our amazingly generous local donors. We respect the privacy of our donors and are serious about protecting their privacy. To provide transparency about our policies, The Food Bank has put in place a Donor Privacy Policy.

Donor Information:

The Food Bank collects and maintains the following donor information:

- Contact information such as name, company/organization (if applicable), address, telephone number and email address.
- Payment information: credit card number and expiration date, and billing information needed to complete transactions. (We comply with PCI Data Security Standards.)
- Gift designation information by program, fund or event as provided by donor at time of gift.
- Information on events attended, publications received and special requests for program information.
- Information provided by the donor in the form of comments and/or suggestions.
- Public information.
- Requests to receive periodic updates via our on-line e-newsletters or through printed Food Bank publications and newsletters.

Use of donor information is limited to the internal purposes of The Food Bank and is kept on file for IRS purposes. It is used to analyze overall giving patterns in order to make more accurate budget projections as well as to understand donors' interest in our mission. This information is shared with staff, board members, volunteers and consultants only on a confidential and need-to-know basis. In cases where a donor voluntarily names someone to make a gift in honor or in memory of, the donor's name may be included in our publicly available list of such gifts, unless the donor requests otherwise. We also use donor information to help donors complete secure donation transactions and to provide communications and updates on Food Bank programs and activities.

List Sharing

The Food Bank does not sell, rent, trade or share its donor list with any other organization. The Food Bank never sends out mailing or electronic communications on behalf of other organizations. To learn more, please view our [Donor Bill of Rights](#).

We no longer publish lists of donors in our annual report unless otherwise required to by grant or sponsorship agreement.

Discontinuing Contact Upon Request

It is the policy of the Food Bank to communicate with donors according to their expressed preferences whenever possible. The Food Bank will discontinue or change the method used to contact any person upon that person's verbal or written request.

The Food Bank will maintain a record of all requests by persons who indicate that they do not wish to be contacted by or on behalf of the Food Bank.

Upon a person's (or that person's authorized representative's) request that The Food Bank discontinue further contact, the person's name and address will be promptly modified in the Food Bank's donor database to ensure that no further contact is made.

Permanent Records: The Food Bank will maintain an electronic record of all requests for discontinuance of contact as well as records of donor activity and gifts.

Opt out/Information Review

If any donor wishes to opt out of any communications from The Food Bank, this can be achieved by contacting the Food Bank at (831) 722-7110, development@thefoodbank.org, replying to an email, or clicking the opt out option on any email communication.

If a donor wishes to view the personal information that The Food Bank has on file, a request in writing must be mailed to 800 Ohlone Parkway, Watsonville, CA, 95076. Information will not be sent to an address we do not have on file for the donor, to ensure donor privacy.

Security Measures

The Food Bank takes our donor privacy seriously, and with that in mind, we have implemented the following security measures:

- Internally, access to donor data is regulated by password authentication, access control lists, and group policy.
- Externally, we utilize a unified threat management governing our gateway (firewall), endpoint security, antivirus, and antimalware.
- We are monitored by a third-party security vendor who helps ensure our software and antivirus tools are up to date and offering the most secure environment feasible.

Changes to the policy

Changes to this privacy policy may occur as needed. The Food Bank encourages donors to review this policy regularly to keep abreast of any updates.

Legal Disclosure

The Food Bank may be legally required to disclose information on occasion. The Food Bank complies with all applicable legal requirements and standards.