

Donor Privacy Policy

Second Harvest Food Bank Santa Cruz County (The Food Bank) believes in a community where everyone has access to nutritious food to support their health and wellbeing. To address the growing need to combat food insecurity, The Food Bank distributes over 10 million pounds of food annually to over 20% of Santa Cruz County's population. We do that by partnering with over 65 local non-profit agencies and providing over 35 direct-to-community 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 and digital Food Bank publications and newsletters.

Internal Use of Donor Information:

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.

External Use of Donor Information:

The Food Bank contracts with a cloud-based customer relationship database to store and maintain donor records. They will not sell or otherwise disclose any personal information. They may use aggregated data for statistical analysis such as identifying philanthropic trends.

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 mail or electronic communications on behalf of other organizations. To learn more, please view our Donor Bill of Rights.

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 (or that person's authorized representative's) verbal or written request.

Upon receiving such a request, the person's name and address will be promptly modified in The Food Bank's donor database to ensure that the record reflects this request.

If any donor wishes to make any change in their communications from The Food Bank, this can be achieved by contacting the Food Bank at (831) 722-7110, development@thefoodbank.org, or by replying to an email and requesting to be removed.

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. Or email Michele Bassi, Chief Development Officer (Michele (at) thefoodbank.org). Information will not be sent to an address we do not have on file for the donor, to ensure donor privacy.

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), and hardware encryption.
- We are monitored by a 24/7 third-party security operations center who helps ensure our software and antivirus tools are up to date and offering the most secure environment feasible. The antivirus tool that we use is monitored by a Managed Threat Response (MTR) team.
- We encrypt our customer's data from - login and logout – “Classy/ GoFundMePro” Uses tokenization, encryption, and key management, the platform never stores credit card information and always protects other sensitive data. AES 256-bit encryption and TLS v1.2 protocol requirement are in effect.

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.