



## **DONOR PRIVACY POLICY**

### **The Virginia Beach SPCA**

This policy explains how we gather, use, and protect personal information submitted to us.

#### **Privacy and Security**

The Virginia Beach SPCA (VBSPCA) is committed to respecting the privacy of donors; therefore, we do not lend, sell or rent mailing lists of our donors' or participants' personal information to any third party. Your name, address, phone number or credit card information will not be used outside of our organization. A donor may choose to remain anonymous at any time. You may request to be removed from our mailing list or request to be anonymous by contacting our Director of Development at 757-689-1931.

#### **Information Collected**

High grade encryption and https security protocols are used in collecting personal information. VBSPCA only collects information volunteered by you during your communication or transaction with us. Examples of information collected include: name, address, phone, email address and giving history.

The use and collection of your personal information is limited to that which is necessary to administer our operations.

#### **How We Use That Information**

VBSPCA uses Personal Information (a) to acknowledge and provide a tax receipt for donations; (b) to respond to donor inquiries or questions about our services; (c) for internal marketing purposes such as invitations to events and adoption promotions, and as part of VBSPCA's donor database