



Urban Roots Donor Privacy Policy

Urban Roots is committed to maintaining the privacy and confidentiality of our donors' personal information. This Donor Privacy Policy outlines how we collect and use donor information.

Collection of Information

We collect and maintain the following types of donor information:

- **Contact Information:** This may include your name, mailing address, email address, phone number, and other information, if known, such as occupation.
- **Donation Information:** We collect details about your donations, such as the amount, date, source, and purpose of the donation.
- **Marketing and Communication Information:** This includes newsletter subscriptions and open-rate data, communication preferences, etc.
- **Other Information, if applicable,** such as details about stock holdings, donor advised funds, event attendance, purchases, etc.
- **Third Party Services:** Urban Roots uses reputable third-party services to facilitate donations and communications (e.g. Qgiv, GiveMN, PayPal, MailChimp). These services may collect and process your personal and payment information on their secure platforms. We do not store or retain your credit card information outside of these services. You should review the privacy policies of these third-party services for information on how they handle your data.

Use of Information

We use donor information for the following purposes:

- To process and acknowledge your donations and event registrations.
- To keep you updated on our programs, events, and activities.
- To provide you with tax receipts for your donations.
- To learn about you and your giving patterns and preferences.
- To comply with reporting and/or legal requirements.

Donor data is only accessed when necessary for business purposes.



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Protection of Information

Urban Roots **does not** sell donor information to third parties.

Urban Roots **does** publish a list of donor names (without amounts) in our Annual Report. See contact information below for requests to be anonymous.

Urban Roots **does** share donor information with our board and contractors as needed for business and/or legal purposes.

Donors have the right to:

- Review and correct their personal information.
- Request to be removed from our mailing list or email list.

Contact Information

If you have any questions or concerns about this Donor Privacy Policy, please contact: 651-228-7073 or info@UrbanRootsMN.org.

By donating to Urban Roots, you acknowledge that you have read and agree to this Donor Privacy Policy.

Last Updated: November 2023