

**Anchorage Museum Association and Anchorage Museum Foundation
Donor/Member Privacy and Confidentiality Policy (Operational)**

The Anchorage Museum Association (“AMA”) and Anchorage Museum Foundation (“AMF”) respect the privacy of our donors, prospective donors, members and prospective members and believe that it is of paramount importance to maintain the trust and confidence of these constituencies.

This Donor/Member Privacy and Confidentiality Policy (“Policy”) was developed to provide transparency as to our practices, policies and procedures for collection, using and safeguarding of information that is provided to the AMA and AMF by donors, prospective donors, members and prospective members (“Donor-Related Information”).

Confidentiality of Donor/Member Records

We consider protecting the confidentiality of Donor-Related Information as essential to the work done within our Development & Membership programs. All Donor-Related Information that is obtained by the AMA/AMF is handled by development and membership staff on a confidential basis except as otherwise disclosed in this Policy or except as disclosed when the information is provided to us. All Development and Membership staff sign a confidentiality pledge and are expected to demonstrate professionalism, good judgment and care to avoid unauthorized or inadvertent disclosures of Donor-Related Information. Development & Membership staff may share with donors, members, and grantors information pertaining to their own gifts, funds and grants.

Access Control

Access to donor information is restricted to authorized personnel who require the information to fulfill their duties, primarily development and membership staff. Other Museum staff, specifically, Museum Associates, have limited access to donor/member information for the purposes of Membership sales and renewals at the Museum’s front desk. They are trained in confidentiality and must abide by this policy.

How We Protect Donor Information

Except as described in this Policy or at the time the information is provided, we do not otherwise disclose Donor-Related Information to any third parties, and we never sell, trade, rent or exchange personal information with other organizations. The identity of all who connect with us through our website, postal mail and email is kept confidential. The use of Donor-Related Information is limited to internal purposes, by authorized individuals, and to advance resource development efforts that require donor/member information, as noted above.

We have established and implemented reasonable and appropriate physical, technical and administrative safeguards to help prevent unauthorized access, maintain data security and ensure the proper use of Donor-Related Information.

Particularly, we secure the personally identifiable information provided on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure.

Although we have implemented reasonable and appropriate measures to safeguard against unauthorized disclosures of Donor-Related Information, our security measures may not prevent all losses and we cannot ensure that Donor-Related Information will never be disclosed in a manner that is inconsistent with this Policy. In the event security failures or disclosures occur, we will make you aware of what happened. AMA/AMF are not responsible for any damages or liabilities.

The Anchorage Museum utilizes the vendor Blackbaud (“BB”), to process gift payments and to store information about members, donors and their transactions with the Museum and Museum Foundation. As a service provider, Blackbaud only uses personal data in accordance with its customers’ instructions. In its customer contracts, Blackbaud agrees to maintain commercially reasonable information security measures and procedures to protect customer constituent data and only to use data that identifies individuals to provide the solutions customers have purchased. When BB provides solutions and services, they comply with applicable laws – including data protection regulations.

Blackbaud products are PCI compliant. Credit card numbers are encrypted via token and have no representation of the card number. Tokens are stored in a secure PCI compliant vault in Blackbaud Payment Services and used to process future transactions such as recurring gifts. AMA staff cannot access your credit card information at any time.

Publication of Donor Names

The names of donors will not be published in reports, on donor lists and other internal and external communications without prior notification of donors. Notification of our intent to publish names will be provided on donor and member acknowledgements. Donors and members may opt out of being listed at any time. AMA and AMF will not publish the exact amounts of a donor’s gift without the permission of the donor.

Memorial/Tribute Gifts

The names of donors of memorial or tribute gifts may be released to the honoree, next of kin, appropriate member of the immediate family or executor of estate unless otherwise specified by the donor. Gift amounts are not released without the consent of the donor.

Anonymous Gifts

When a donor requests that a gift or fund be treated as anonymous, the donor’s wishes will be honored.

Types of Information Collected

AMA/AMF collects and maintains the following types of donor information when it is voluntarily provided to us:

- Contact information, including name, organization/company affiliation, title, addresses, phone numbers, email addresses, date of birth, family members and emergency contact.

- Donation information, including amounts donated, date(s) of donation(s), method, any donor restriction, and benefits provided.
- Payment information, including credit card or debit card number, expiration date, security code, billing address and other information necessary to process a donation, membership or event registration.
- Information on events/programs attended, Museum visitation, publications/solicitations received
- Interactions with donors or members related to requests, comments, suggestions, gift intentions.
- Information about donor/member motivations, passions and wishes

How We Use This Information

AMA/AMF comply with all federal and state laws in the use of Donor-Related Information. We use information obtained from donors and prospective donors to maintain records of donations and memberships, to respond to donor/member inquiries, for IRS purposes, to analyze overall giving patterns in order to make more accurate budget projections, to develop strategies and present gift proposals, to issue donation/membership acknowledgements, to understand donors' interests in our mission and to update them on the organization's plans and activities, to inform planning about who receives future fundraising and membership appeals, to organize and promote fundraising events and membership programs, and to inform donors and members of relevant programs and services through newsletters, notices and direct mail pieces, and to analyze our website usage.

Certain third-party contractors and service providers have limited access to Donor-Related Information in the course of providing products or services related to gift solicitation or mass communications (direct mail, some planned gifts). Such access is subject to confidentiality obligations covering this information. Moreover, access to Donor-Related Information by these contractors and service providers is limited to the information reasonably necessary for the contractor or service provider to perform its limited function for us.

We will not disclose this information to other third parties or government agencies unless we are required to do so by state or federal law or we must act under exigent circumstances to protect the safety of our users or the public.

Donor/Member Access and Control over Information

Donors, prospective donors and Museum members may opt out of any future contacts by us at any time by emailing donations@anchorage-museum.org, membership@anchorage-museum.org or by calling 907.929.9230

You can do the following at any time by contacting us via the email addresses or phone number above.

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.

- Express any concern you have about our use of your data.

Compliance with Legal and Ethical Standards

- **Legal Obligations:** The organization complies with all applicable laws and regulations governing the collection, use, and protection of donor/member information, including but not limited to data protection laws.
- **Ethical Standards:** The organization adheres to ethical fundraising practices as outlined by relevant professional associations, such as the Association of Fundraising Professionals (“AFP”).

Other related policies

The Anchorage Museum also maintains an Online Privacy Policy that discloses the privacy practices specific to our website. It is available here:

<https://www.anchoragemuseum.org/media/7441/20160718final-ama-on-line-privacy-policy.pdf>

Enforcement

- **Reporting Violations:** Any employee, volunteer, or stakeholder who becomes aware of a violation of this policy should promptly report it to membership@anchoragemuseum.org
- **Consequences:** Violation of this policy may result in disciplinary action, up to and including termination or legal action, as appropriate.

Review and Revision

This policy will be periodically reviewed and updated to ensure its effectiveness and compliance with evolving legal and ethical standards.

Adopted March 2024