

SEO DETAILS:

Page Title: 5 Ways Nonprofits Can Protect Donor Privacy | [INSERT RELATED SERVICE] | [INSERT FIRM NAME]

Meta Description: Privacy regulations are on the rise. Given that far fewer taxpayers will be opting to take itemized deductions in the future, [NAME OF FIRM] provides 5 ways a nonprofit can protect the privacy of their donors and avoid penalties for violating GDPR.

Headline: 5 Ways Nonprofits Can Protect Donor Privacy

BODY COPY:

Just as a nonprofit relies on donors to maintain its operations, donors rely on nonprofits to protect their private information. A properly integrated policy for handling sensitive donor data is key for building trust and maintaining a strong public reputation. This is particularly important now that the European Union's General Data Protection Regulation (GDPR) has gone into effect.

Below are five ways that your nonprofit can make donor privacy a seamless part of your operations.

1) Follow applicable laws: Not only is your reputation on the line, but improperly handled donor data could expose your nonprofit to legal risks. Even U.S.-based nonprofits should ensure that they are in compliance with GDPR. If an EU resident visits your website or signs up for your newsletter and you collect any of their personal data, it could trigger GDPR and open your nonprofit up to fines for failure to comply.

Other U.S. laws and regulations could apply as well. For instance, if you obtain any kind of health-related data from donors, HIPPA laws could come into play. Depending on your nonprofit's activity, you may also need to follow Federal Trade Commission rules for consumer protection. It's important to verify that your privacy policies keep you in compliance with these laws.

2) Outline your nonprofit's privacy policy in writing: Publish clear, easy-to-understand privacy policy language adapted to your nonprofit's characteristics. Avoid using boilerplate language. This privacy policy should be displayed in multiple places, including prominently on your nonprofit's website and in communications to donors.

3) Keep donors aware of what data is used and how: Explain to donors and potential donors what data is collected and how identifiable and non-identifiable information is used and stored by the organization. Also allow donors to opt out of any information sharing, assert that their information won't be sold or traded to other parties and allow donors to ask questions about the policy. Publish the way in which credit card transactions are processed and reaffirm that you are not liable for the actions of the credit card processor's services. Lastly, notify website users if your site leaves cookies on the user's computer for ease of navigating online.

4) Train your employees: Ensure that all employees are adequately trained to know how to handle sensitive donor information, particularly those who process transactions or manage

donor file data. Also keep your website security protocol up-to-date to prevent cybersecurity issues.

5) Periodically update privacy policies: As the needs of your nonprofit or donors change and evolve, you may need to continually update your privacy policies. This could be due to new technological advancements, new privacy laws or new issues identified by management. Keeping your privacy policy up-to-date can help prevent the mishandling of sensitive data.

Nonprofit fundraising requires building relationships and trust with your donors. Protecting sensitive data is a big part of that relationship. Maintaining clear, up-to-date privacy policies that are fully integrated into your nonprofit's operations will help keep your organization in good public standing.

CLOSE:

For questions on how to protect the privacy of your donors, please contact [NAME] in our [DEPARTMENT] at [NUMBER/EMAIL].

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