



# Salina Regional Health Foundation

## Privacy Policy

### 1. The Foundation's Mission.

Salina Regional Health Foundation is a non-profit, tax-exempt organization that is organized exclusively for charitable, educational, and scientific purposes, including, but not limited to, the sponsorship of specific projects and programs to improve health care services in the geographic area served by Salina Regional Health Center, Inc., and, in connection with such activities, to promote the general health and welfare of the public, and to encourage, support, and promote education, training, and research programs.

In order to fulfill this specific health care objective, the Foundation secures charitable gifts of money or other property to be used for the advancement of health care, for health and medical education, for health and medical research, and for the assistance of the needy and unfortunate in obtaining health care.

To accomplish such purposes, the Foundation makes distributions to organizations that qualify as exempt organizations under Section 501(c)(3) of the Internal Revenue Code of 1986 (or the corresponding provisions of any future United States Internal Revenue law), including Salina Regional Health Center, Inc., and other causes and institutions related to, affiliated with, or cooperating in the achievement of its purposes.

### 2. How we use your personal information.

We honor any donor's request for anonymity in making a charitable gift. In addition, donors may always choose to opt out of mail, email or telephone contact with the Foundation. In all cases, our collection, use or disclosure of personal information is limited to purposes related to the mission of the Foundation. We do not sell personal information concerning donors, employees, volunteers, or those with whom we have a business relationship. We share updated contact information and relevant donor information with representatives of Salina Regional Health Center, Inc. who may have fundraising or financial stewardship roles related to gifts to the Foundation. Otherwise, we do not share any of our donor information.

We collect, use and disclose personal information concerning our donors to establish a

relationship and to communicate with donors; to understand who our donors are and how we may improve our services to meet their preferences and expectations; to process a donation, such as a credit card transaction; to issue a tax receipt or recognize contributions; and to meet requirements imposed by law.

We collect, use and disclose personal information concerning our employees and/or volunteers to recruit, train, recognize and retain highly qualified and motivated employees and volunteers; for human resources or employment purposes; to administer policies and procedures, such as compensation and benefits programs or processes; and to meet requirements imposed by law.

We collect, use and disclose personal information concerning our payees and other individuals or entities with whom we have a business relationship to process reimbursements or payments of invoices and to meet requirements imposed by law.

### **3. Our safeguards.**

We strive to continually improve our practices and this Policy to adjust to evolving best practices. We use contractual terms and similar means to provide a comparable level of protection when information is transferred, with the consent of our donors, to a third party such as a mail processing company or fundraising partner, such as the KU Endowment Association as to fundraising concerning the Salina campus of the KU School of Nursing, or to a vendor.

Our internal processes protect personal information with safeguards appropriate to the size of the Foundation's organization and the sensitivity of the information. Our safeguards protect against loss or theft, unauthorized access, disclosure, copying, use or modification, regardless of the format in which the information is held. Our employees are required to sign a confidentiality agreement and are repeatedly reminded of the importance of maintaining the confidentiality of personal information. We take great care in the disposal or destruction of documents containing personal information to prevent access by unauthorized parties.

Our methods of protection include physical measures (e.g., shredding, locked file cabinets, restricted access to offices), organizational measures (e.g., background checks on prospective employees, access allowed on a need-to-know basis), and technological measures (e.g., passwords, data encryption, network firewalls).

### **4. Online privacy.**

The Foundation has a website maintained and managed by the Foundation and a firm called WccIT, at [www.srhealthfoundation.com](http://www.srhealthfoundation.com). The Foundation does not require passwords, registration, or personal information to view our site.

If you make an online gift to the Foundation, we retain the information you provide — excluding your credit card number — into our secure donor database so that we have an accurate record of your gift history and so that you receive appropriate acknowledgement and recognition.

Our online donation page is secured by a company called Blackbaud that provides privacy protection for all transactions processed there, including the encryption of your private information, including credit card numbers, for your protection.

The Foundation tracks web activity, but we do not collect information that can be traced to a single, personally identifiable individual. We may track the “hits” our page receives, the average time users spend per page and other general, non-personally identifiable information that helps us understand how visitors use our site. If you visit our website and do not voluntarily enter personal information such as your name and e-mail address, we do not — in fact, cannot — track personal information about you. If you voluntarily provide information about yourself to make an online gift or update your address, The Foundation securely records that information solely for those purposes.

Your use of the Foundation website signifies your agreement to the terms and conditions of this Privacy Policy. If you do not agree to these terms and conditions, please do not use the site.

#### **5. Changes to this policy and contacting us with questions.**

Internet technologies evolve constantly, and we may occasionally update this Privacy Policy to reflect new developments. We will post all revisions to this site. A revised Privacy Policy will apply as of its effective date.

If you have additional questions or would like more information about our commitment to privacy, contact Marla McElderry, Executive Director, at (785) 452-6027.

***Approved by the Salina Regional Health Foundation Executive Committee, June 7, 2022.***