

Portland Literacy Council PRIVACY POLICIES

Approved by the Board of Directors on 02/14/17

Questions about these Privacy Policies should be address to PLC's Board Chair.

These policies and any changes to these policies will be published on PLC's website.

Website

- Data on visitors to PLC's website is captured via Google Analytics. This data is aggregated and anonymous. No personal data is captured about any individual visitor.
- Data on website visitors is used to track the usage and effectiveness of PLC's online presence and to inform adjustments to web pages and resources provided.
- Only PLC Board members will have access this to website usage data via password-protected login to Google Analytics, or by shared generalized information shared in board meetings.
- Website data analytics will not be shared with any other parties.

Donors and Corporate Sponsors:

- PLC does not publish or share any donor information with any other organizations or individuals.
- PLC captures donor credit card information via PayPal only.
 - We receive each donor's email address, transaction and reporting data.
 - We do not receive a donor's postal mailing address unless he or she consents and allows PayPal to provide it to us.
 - To communicate to donors directly, we either send electronic communications to donors, or collect their postal mailing address separately on our website.
 - Online donors receive a receipt from PayPal.
- Donations occurring by check:
 - We capture a donor's postal mailing address in order to be able to send a hardcopy donation receipt and Thank You letter.
 - This data is maintained in a password protected Dropbox file.
 - We do not add these donors to our Newsletter mailing list.
 - We may solicit these donors again by USPS mail or electronic mail.
- PLC does publish the names of Corporate Sponsors in our Newsletter, on our website, and on Facebook and other social media sites, with links to websites if available.
- PLC will publish the logos of Corporate Sponsors in our Newsletter, on our website, and on Facebook and other social media sites, when these logos are provided by the Corporate Sponsor.

Newsletter:

- Newsletter signup is currently through MailChimp but will change to Constant Contact. No one may be added to the Newsletter mailing list without their consent.
- PLC does not share our mailing list with any other organizations or individuals.

Community Grants:

- PLC will share public information about grant recipients' organizations in our Newsletter, on our website, and via Facebook and other social media. This information may include links to the recipient organization's website, general location information, and information about their mission and their planned use of the PLC Grant funds.

Policy for Images, Video, and Media

- Images of individuals posted to social media sites by other individuals or organizations may be reposted by PLC.
- Images of individuals obtained from other organizations or individuals may be posted to PLC's website or email newsletter if permission is obtained from that organization or individual, credit is given when requested, and PLC has confirmed that any images of children are free of any photo or media restrictions.
- Images of individuals obtained by PLC from other organizations or individuals may be shared with media outlets if permission is obtained from the organization or individual providing the photo or image, and credit is given when requested.
- PLC staff or volunteers may take photographs or video of participants at any or all PLC meetings or events and these may be posted on PLC's website, social media sites or in marketing materials. If photographs are taken a notice will be posted or provided that if participants would like to be excluded from the possibility of appearing in a photograph they should notify PLC's executive director.
- **Policy to be Included in Event Registration Materials**

PORTLAND LITERACY COUNCIL (PLC) PHOTOGRAPHY & VIDEO POLICY: *By registering for this event, you hereby agree that attendance at, or participation in any PLC meeting or conference constitutes consent to the use and distribution by PLC of the attendee's image or voice in print or electronic communications media for informational, publicity, promotional and/or reporting purposes. PLC respects requests by attendees who do not consent. Written requests not to release image or voice must be submitted to the PLC 10 days following attendance or participation.*

Video recording by participants and other attendees during any portion of PLC events is not allowed without special prior written permission of the PLC.

Copies in any format of PowerPoint or other slides are for personal use only and are not to be reproduced or distributed. Please do not photograph or copy any such images that are labeled as confidential and/or proprietary.

Definitions:

- *Images* refers to photographs and video, but does not refer to drawings or other renderings.
- *Social media* refers to on-line methods of social interaction and communication including Facebook, Instagram, Twitter, blogs, chat rooms, but does not refer to PLCs website or email newsletters.