

# Napa Valley College Foundation

## Mailing List and Donor Privacy Policy

### Introduction

The Napa Valley College Foundation strives to earn the trust of its donors and beneficiaries by adhering to the highest ethical standards. Maintaining and strengthening this trust will always be a paramount concern to the Foundation.

The Napa Valley College Foundation maintains a database of names and addresses of alumni, those persons who have supported us financially, and those who have otherwise indicated an interest in our activities. From time to time these lists are used by the Foundation to mail information to persons on the list or to seek financial support from them.

To assure ethical use of the mailing list, the Foundation has adopted the following policies:

### Mailing List Policies

1. The Napa Valley College Foundation does not share its mailing list with other organizations. The list will absolutely not be exchanged, rented or sold for marketing or any other use unrelated to Foundation business.
2. From time to time, individuals involved with a specific Foundation fund may request from the Foundation the names of individuals who have contributed to that fund for uses related only to that fund. The Executive Director must approve each use of the mailing list and the piece to be mailed. The list may be provided to a professional mail service provider for one-time use only.
3. The list or any portion of the list may be used by Napa Valley College for institutional purposes. Requests for use of the list or any part thereof must be made in writing to the Executive Director and must specify what names are desired, the intended mailing date, and the purpose of the mailing. The Executive Director must approve each use of the mailing list and the piece to be mailed. The list may be provided to a professional mail service provider for one-time use only.
4. The Executive Director must approve each use of the mailing list and the piece to be mailed.
5. The Napa Valley College Foundation will not rent or buy names from political candidates, political parties, organizations or committees that support a candidate or that solicit funds for use in political campaigns, or organizations that spend a substantial amount of their time and revenue lobbying government. Lists will not be rented from organizations whose purpose would damage the goodwill and trust between the Foundation and its donors.
6. In the case of official co-sponsored events between the Foundation and a commercial or non-profit entity in which the Napa Valley College Foundation is the beneficiary, the Foundation will allow use of its list on a one-time use, in-house basis only. In that case, the Foundation reserves the right to review and approve the mail piece prior to its mailing. Once approved, changes cannot be made to the mail piece without seeking Foundation approval.
7. In the case of official co-sponsored events in which a commercial or non-profit entity shares its list with the Napa Valley College Foundation for a specific mailing, the Foundation will retain the names mailed as a record of the mailing.

8. The Napa Valley College Foundation will maintain complete and accurate records of all uses of membership and donor lists for fundraising purposes.
9. The Foundation Board of Directors, through the Executive Director, reserves the right to reject any mailing list request which is in opposition to its mission, its by-laws, or its governance policies.

### **Donor Privacy**

1. The Napa Valley College Foundation will provide donors with a means by which their names may be suppressed upon request and will suppress names as requested. Donors who wish to be removed from a specific mailing list or all mailing lists may contact the Foundation offices by mail at Napa Valley College Foundation, 2277 Napa-Vallejo Highway, Napa, CA 94558; by e-mail at [nvcf@napavalley.edu](mailto:nvcf@napavalley.edu); or by telephone by calling 707-253-3374.
2. The Napa Valley College Foundation periodically publishes the names of its donors. Donors who wish to remain anonymous may advise the Foundation of their preference at the time of their donation, or may contact the Foundation offices by mail at Napa Valley College Foundation, 2277 Napa-Vallejo Highway, Napa, CA 94558; by e-mail at [nvcf@napavalley.edu](mailto:nvcf@napavalley.edu); or by telephone by calling 707-253-3374.

The Executive Director will review this mailing list policy annually and make recommendations to the Board of Directors for revisions, when appropriate. The Board of Directors must approve with a majority vote any revisions to this policy.

Adopted 8/21/07