

Policy # 3: Mailing List and Donor Privacy Policy

Introduction

Upper Bay Counseling & Support Services, Inc. ("UBCSS") strives to earn the trust of its clients, staff, donors, and supporters by adhering to the highest ethical standards. Maintaining and strengthening this trust will always be a paramount concern to the organization.

UBCSS maintains a database of names and addresses of the individuals that have been served in the organization's various behavioral health programs. The use of this database is governed by the Health Insurance Portability and Accountability Act ("HIPAA") and COMAR.

The UBCSS Development Department also maintains a separate database of names, physical addresses, phone numbers and/or email addresses of those persons who have supported us financially, and those who have otherwise indicated an interest in our activities. From time to time this list or a segment of the list are used by UBCSS Development Department to mail information to persons on the list, to seek financial support from people on this list, or to encourage advocacy efforts from them.

To assure ethical use of the Development Department mailing list, UBCSS has adopted the following policies:

1. UBCSS does not share its mailing list with other organizations. The list will absolutely not be exchanged, rented or sold for marketing or for any use unrelated to UBCC business.
2. The CEO must approve each use of the mailing list and the piece to be mailed.
3. UBCSS 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 UBCSS and its donors, clients, or supporters.
4. In the case of official co-sponsored events between UBCSS and a commercial or another nonprofit entity in which UBCC is the beneficiary, UBCSS will allow use of its list on a one-time, in-house basis only. In that case, UBCSS 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 review and approval from UBCSS Development Department and CEO.
5. In the case of official co-sponsored events in which a commercial or nonprofit entity shares its list with UBCSS for a specific mailing, UBCSS will retain the names mailed as a record of the mailing.
6. The UBCSS Development Department will maintain complete and accurate records of all uses of lists for fundraising purposes.
7. The UBCSS Board of Directors, through the CEO, reserves the right to reject a mailing list request which is in opposition to its mission, its by-laws, or its governance policies.

Date approved: 5/22/2013

Date last reviewed: 7/23/2003

Donor Privacy

1. UBCSS will provide donors with a means by which their names may be suppressed upon request and will suppress names as requested. Anyone who wishes to be removed from a specific mailing list or all mailing lists may contact the UBCSS Development Department by mail at 1275-B W. Pulaksi Highway, Elkton, MD 21921.
2. UBCSS periodically publishes the names of its donors. Donors who wish to remain anonymous may advise the UBCSS Development Department of their preference at the time of their donation, or may contact UBCC by mail at the UBCSS Development Department by mail at 1275-B W. Pulaksi Highway, Elkton, MD 21921.

The Governance Committee will review this mailing list policy at least once every three year and make recommendations to the Board of Directors for revisions when appropriate.

Date approved: 5/22/2013

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