

Donor Privacy: The Reputation Era

72% of people say they feel that almost all of what they do online is being tracked. (Agility Lab)

81% of that group say the potential risks they face because of data collection outweigh the benefits. (Agility Lab)

56% of registered voters in the US said they support federal data privacy legislation (Politico/Morning Consult).

69% in a recent report expressed concern about the security of their personal information from the threat of hacking when making charitable contributions, and **80%** said they would stop or hold off on giving to an organization that's been hacked and had information stolen. (BBB Wise Giving Alliance)



Ready for It: How to Achieve Donor Compliance & Trust



- Collect only what you need and are legally able to from your donors.
- Implement a data retention policy- this not only allows you to clean up routinely, but it also can help in the off chance there is a data breach.
- Invest in resources to understand privacy and provide security training. If you are an organization that mails nationally, make sure you're compliant across states *and* that your vendors are as well.

Look What The Donor Made Us Do



How You Can Help	Benefit
Clear Donor Privacy Policy	Builds trust
Strong Security	Prevents breaches
Regular Updates to Database	Improves accuracy + Minimizes Risk
Staff training on Privacy	Reduces errors
Transparency	Increases donor confidence

Include an opt out!

End Game

BRAND GAINS FROM IMPLEMENTING PRIVACY BEYOND COMPLIANCE

\$2.70

Amount avg org gained in benefits, including brand reputation and loyalty, for every \$1 spent on privacy.

70%

% organizations who say they received significant competitive edge from implementing privacy beyond compliance.

38%

% product sale growth seen when web merchants transparently disclosed that an ad was being shown to a user based on their browsing history.

Data Privacy isn't always prioritized in donor strategy, but investing and learning to incorporate into your direct response program can lead to a strong ROI from your donors.

