



American Traffic Safety Services Foundation Donor Privacy Policy

The American Traffic Safety Services Foundation (ATSS Foundation) is committed to respecting the privacy of our donors.

Our Donor Commitment

The ATSS Foundation will not sell, share, trade or transfer our donors' names or personal information with any other entity, nor send mailings to our donors on behalf of other organizations. Use of donor information will be limited to the internal purposes of the ATSS Foundation and only to further the mission of the ATSS Foundation. Nevertheless, security measures may not prevent all losses, and the ATSS Foundation is not responsible for any damages or liabilities relating to security failures.

This policy applies to all information received by the ATSS Foundation, both online and offline, on any Platform ("Platform", includes the ATSS Foundation website, and mobile applications), as well as any electronic, written, or oral communications.

Data We Collect

The data that you provide directly to us will vary depending on the services you are utilizing. We never request highly sensitive data, such as your social security number, and ask that you refrain from sending us such data. Here are the types of donor information that we collect and maintain:

- Contact Information – name, organization/company, complete address, phone number, email address. This includes the contact information you provide to respond to your inquiries submitted through the "Contact Us" link on our website.
- Donation Information – amounts donated, date of donation(s), method and stimulus information.
- Volunteer Information – volunteer hours and events that you donated your time.
- Information gathered from the ATSS Foundation's database.
- Non-personally identifiable information, such as how many hits each ATSS Foundation website page receives, and if the visitor is repeat or new. This requires that a 'cookie' be sent to your web browser.

How We Manage Your Data

The ATSS Foundation uses your data to maintain records of donations, send acknowledgements, mail year-end tax statements to you, send newsletters, notices and direct mail pieces, and for internal marketing purposes.

The ATSS Foundation's online giving functionality is powered by our trusted third-party partner, GiveSmart. When you choose to donate online, GiveSmart collects your name, email, contact information, donation amounts and dates, and payment information, all of which is shared with us. To the extent any donations are processed through a third-party service provider, our donors' information will only be used for purposes necessary to process the donation.

We add you to our mailing list unless you specifically opt-out. You may sign up to receive emails from us with our newsletters and other information. In order to register to receive emails from us, you must provide your name and email address. Our third-party mailing service is contractually obligated to treat the lists with confidentiality and is prohibited from transferring them elsewhere.

We do list individuals' names on our Annual Donor list unless you request otherwise. Corporate and Foundation sponsors are listed on our Annual Donor list and event webpage.

Removing Your Name From Our Mailing List

Please contact us if you wish to be removed from our mailing list. Email foundation@atssa.com or call us at 540-368-1701.

Changes to the Privacy Policy

We reserve the right to change this Privacy Policy from time to time. When we do, we will note the last update at the top of this Privacy Policy.