



## **Privacy of donors, subscribers, and other website users**

Mid-Iowa Community News, Inc. places a high priority on protecting the privacy of donors, subscribers, and other users of the websites under its control. This policy explains what types of personally identifiable information are collected by Mid-Iowa Community News through its websites ([www.midiowacommunitynews.org](http://www.midiowacommunitynews.org) and [www.amesdailyvoice.com](http://www.amesdailyvoice.com)) and the online forms connected to those websites and controlled by the Mid-Iowa Community News. These include online forms for donating, updating donor information, submitting story ideas, ordering merchandise, registering for events, and expressing preferences or providing feedback about the organization's work.

### **INFORMATION COLLECTED**

Mid-Iowa Community News collects e-mail addresses in order for that person to receive the organization's communications and publications. Subscribers may also be asked for names and Zip Codes. The Zip Code data is used in the aggregate to inform the organization, its donors, and other partners about the geographic distribution of subscribers.

Mid-Iowa Community News collects additional contact information, including mailing address and phone number, when accepting donations or processing merchandise orders. Other forms solicit story ideas and feedback to learn about readers' interests and improve journalism.

The information collected is used for specific, limited purposes. Subscribers, donors, and other website users may always opt-out, either now or at any time in the future if they do not wish to receive messages. Subscribers can subscribe to the organization's core journalism products but opt out of receiving most fundraising and other marketing messages.

### **IP ADDRESSES**

Mid-Iowa Community News uses IP addresses to help diagnose problems, administer its websites, and for statistical metrics used to track website visitor traffic.

### **COOKIES**

Mid-Iowa Community News' websites automatically use "cookie" messages to provide better services. Cookies record an individual's preferences for a website based on what users have done before. The cookie is placed on the user's computer and is read when the user comes

back to the website. Cookies help record the information and features users are most interested in, and they help the organization measure what parts of a website are most popular. Users can reject cookies or cancel them through web browser settings.

### **INFORMATION USE**

Mid-Iowa Community News uses personally identifiable information to provide donors, subscribers, and other website users personalized services, send personalized messages, respond to requests and feedback, invite people to events, create a donation history, and send personalized tax acknowledgments and other donor communications. Subscribers may choose to opt out of mass e-mail communications at any time, either entirely or in regard only to marketing and fundraising messages. When users unsubscribe from mass e-mail messages, they will still receive individualized transactional e-mails regarding their donations and other organizational interactions.

Personal information may also be used to track website usage. This helps the organization see what content is most popular so that the websites can be improved. It also enables the organization to provide aggregate data about website traffic (not identifying individuals personally, but only in aggregate numbers) to funders, partners, and other stakeholders.

The Mid-Iowa Community News does not provide, sell, or rent e-mail addresses, mailing addresses, phone numbers, or any other personally identifiable information to anyone outside the organization. When the organization's volunteers or contractors require contact information, only essential information is provided, such as e-mail addresses for an event invitation.

All staff and volunteers who have access to personal information will be required to sign and adhere to a confidentiality agreement.

### **EXTERNAL LINKS**

Mid-Iowa Community News' websites, e-mail newsletters, and other communications frequently use external links. These links do not fall under the organization's domains, and Mid-Iowa Community News is not responsible for the privacy practices or the content of external websites. Your use of any linked website is solely at your own risk.

### **MODIFICATIONS**

Mid-Iowa Community News may amend this privacy policy from time to time; please review it periodically. Your use of websites, forms, and content from Mid-Iowa Community News after the effective date of new or altered policies will constitute your acceptance of those policies.

*Approved May 17, 2024*