

Privacy Policy

This Privacy Policy outlines how MSUM Foundation ("we", "us" or "our") collects, uses, and protects your personal information when you visit our website. By using our website, you consent to the terms and conditions of this Privacy Policy.

We respect the privacy of our constituents, and this privacy statement explains how we collect, store, manage, and protect your data. It outlines the types of data we hold and how we use them to provide services to our donors, alums, students, and supporters. We intend to be clear when we collect your personal information and tell you what we do with it.

Collection of Information

MSUM Foundations collects data to improve business operations and provide you with the best experiences when interacting with our programs and websites. You provide some of this data directly when you share personal information through actions such as making a gift or updating your address. We also collect data on your interactions with our websites and emails using online tools like website analytics platforms and cookies.

We also obtain data from third parties, and these sources change over time, but have included:

- » Data companies from whom we purchase demographic data to supplement and improve our alumni and donor records.
- » Partners with which we offer services or engage in joint marketing and event-related activities.
- » Publicly available sources.

The MSUM Foundation does not and will not rent, sell, trade, or market constituents' personal data to third parties. When you donate or sign up for our newsletter, we may collect personal information such as your name, email address, phone number, mailing address, and payment information. We may also collect non-personal information such as your IP address, browser type, and operating system.

The Foundation maintains a record of friends, prospective donors, donors, and current and former students of the University. Most of the personal data we collect is provided by the University or the University departments, divisions, schools, faculties, or associations with whom you have interacted.

If you give us a gift in person or online or participate in fundraising activities, we will collect and store your contact and gift information in the Foundation database.

Suppose you have received a scholarship at the University. In that case, your data will be shared with the Foundation for donor stewardship purposes, including award tracking, thank-you letters, and other scholarship reporting.

We may obtain, confirm, or update other information about you, such as your current address or occupation, from publicly available sources such as social media or the LexisNexis Accurint tool.

We may use third-party services to obtain other information about you, such as your date of birth, email address, or cell phone number. We may also collect wealth screening/predictive modeling information through services such as Blackbaud.

We may obtain information about you from third parties to whom you have consented to share it (for example, a crowdfunding site to which you have contributed).

“Do not track” or similar browser choices concerning online web activity are available to Internet users. Still, given the lack of consensus on what constitutes an informed election, appropriate trigger, or breadth of scope of such choice, our website will not operate differently when a ‘do not track’ signal is received.

Use of Information

The data we collect is used to maintain our records, better communicate with constituents, improve website performance, and personalize your experiences. We may use your personal information to process your donation, send you newsletters, and respond to and improve our website. We may also use non-personal information for statistical purposes to analyze website usage and improve our website.

- » Your name and contact details, including postal address, email address, and phone number(s).
- » Your title, gender, nationality, and date of birth.
- » Your bank account information when the donor provides to conduct donation-related transactions.
- » Your credit card token information when provided by the donor to conduct donation-related or event registration transactions.
- » Your information about your time at the University and other academic institutions, including qualifications held, courses studied, and scholarships awarded.
- » Your recreational activities and interests.
- » Your occupation and professional activities.
- » Your information about your wealth.
- » Your media articles about you.
- » Your family and spouse/partner details and relationships with other alums, supporters, and friends, including links to social media accounts.
- » Your volunteer service on behalf of the University or Foundation.
- » Your engagement in Foundation meetings, events, groups, or networks.
- » Your use of Foundation-related websites.
- » Your activity on MSUM and MSUM Foundation social media channels.
- » Your records of donations given, including to the Foundation.
- » Your records of communications sent to you by the Foundation or received from you.

Sharing of Information

We may share your personal information with trusted third-party service providers who assist us in operating our website, processing donations, and sending newsletters. We may also share your personal information with law enforcement agencies or government authorities if required by law.

We do not share or disclose your data to anyone outside the Foundation, University, fundraising, or alumni-based committees other than vendors performing services necessary to our mission, such as the printer of our magazine and all hosts of our email server and online giving services. All third-party vendors with whom your data is shared must agree to confidentiality and non-disclosure of the data before any data transfer takes place. In addition, we do not sell or trade your data with any other organizations.

See the University's Privacy Policy here - <https://www.mnstate.edu/contact/privacy/>

Security

We take appropriate measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

Cookies

We may use cookies (small tracking files) and similar technologies to help collect online data. Cookies allow us to analyze how our websites and online services are performing and provide interest-based advertising.

When you use our website or services, we collect information to understand how our website is used, evaluate the effectiveness of our advertisements, personalize your experience, and improve the quality of our services. We use cookies and tracking pixels to collect this information. Cookies are small data files that allow us to recognize you when you return to our website, but you can remove or block them in your browser settings. We also use tracking pixels or web beacons to collect information about your browser and the website you came from, but this information is not used to identify individual users. We analyze this data on an aggregate basis to understand how our website is used and to personalize content and advertising.

In addition to our cookies, we allow third-party service providers to place cookies to help us optimize our websites, tailor advertising, and understand more about our website visitors. Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. For more information about cookies, including seeing what cookies have been set on your computer or mobile device and how to manage and delete them, visit www.allaboutcookies.org and www.youronlinechoices.com.

We also use Google Analytics to provide demographic information about our visitors and help us analyze how people use our website. For more on how Google processes your data, please visit <https://policies.google.com/technologies/partner-sites>.

Traffic Data

Like most websites and applications, we collect certain information from your computer or mobile device by automated means when you visit our websites or use our Services, such as IP address, domain server, software and hardware attributes, type of web browser, usage data, and pages accessed that provides us with data such as the number of visitors we receive, or which pages are visited most often. This data helps us to analyze and improve the usefulness of the information we provide on our Websites and Services.

Email Privacy

The MSUM Foundation respects the privacy of recipients of mass electronic mail to the extent permitted by law. This privacy statement is intended to inform you of how the standard mass electronic mail system used by the University collects information, the uses to which that information will be put, and how the University will protect any information obtained.

Mass electronic mail sent by the University may collect three types of information: message logs, tracking logs, and information voluntarily provided by you.

Information We Receive from Others

We may obtain additional information about you from third-party sources, such as service providers, vendors, and social media platforms, to provide more relevant information about our services.

Our websites and services include social media features and widgets. These features may collect your IP address and the URL of the page you are visiting on our websites, and they may set a cookie to enable the feature to function correctly. We may directly host these social media features and widgets on our websites or Services, or they may be hosted by third parties, in which case the privacy policy of that third party will govern our interactions with the features.

Links to Third-Party Websites

Our website may contain links to third-party websites that do not operate control over and assume no responsibility for any third-party websites' content, privacy policies, or practices. This website contains links to other sites. Please know that the MSUM Foundation is not responsible for those sites' privacy practices or content. This Notice applies solely to information collected by MSUM Foundation websites.

Children's Privacy

MSUM Foundation websites and underlying pages are not directed toward children. They do not knowingly solicit or collect information from children without signed parental consent for activities such as crowdfunding for university causes. Furthermore, we do not intentionally target interest-based advertising to children. Our website is not intended for children under the age of 13. We do not knowingly collect personal information from children under the age of 13. If you are a parent or guardian and believe that your child has provided us with personal information, please contact us.

How we use your data

As stewards of alumni and donor records for Minnesota State University Moorhead, MSUM Foundation is responsible for storing and maintaining alumni and donor contact information. MSUM Foundation performs this work for the university and its many schools, colleges, and units. We work to keep our constituents connected to the university. This can take shape in various ways: alumni communications, newsletters from schools and colleges, donor gifts and appeals, alumni travel, and engagement opportunities.

We use your data for our legitimate interest, as described below, under a contractual agreement or by your consent, depending on the data involved.

We use your data to secure charitable contributions from individuals, corporations, and foundations to support identified priorities for the University. For example, foundation staff members closely partner with university administrators, deans, and faculty to fund undergraduate and graduate student scholarships, establish faculty chairs and professorships, provide college and departmental support, and enhance the campus infrastructure.

Our communications and marketing may be delivered by mail, email, telephone, or social media.

We provide information about our fundraising programs and the University's financial priorities with the University and Foundation staff. You may also receive University publications and news, academic course information, notification of alum events, and promotion discounts, services, and other benefits for alums.

To help us understand more about you as an individual, your interests, and your ability to support the University, we may carry out wealth screening/predictive modeling to determine the most appropriate donor experience for you. In addition, we may share your data with third-party providers who provide research and analysis on matching donors and prospects with the right giving opportunities.

Concerning data collected when you visit our website, we use cookies and tools such as Google Analytics to improve our website and services. We use Google Analytics data in the aggregate to monitor traffic and trends, improve our website and services, and not look at the behaviors of individuals. In addition, we use other analytic tools to understand our donors' and prospects' social media behaviors.

If at any point you would like to change your communication preferences, email Alumni@mnstate.edu.

Photographs

MSUM Foundation takes photographs during public events, solicits photographs from our members of their work, and occasionally selects quality photos for distribution via this website, social media, or other means. Photos are taken in public settings during public events. If you are included in a photograph and would prefer that it not be distributed, please get in touch with MSUM Foundation at Alumni@mnstate.edu and let us know what photo and where you saw it. We will do our best to remove it from circulation.

GDPR

The MSUM Foundation is committed to compliance with the European Union's General Data Protection Regulation (GDPR). For more information about university wide GDPR compliance measures:

<https://www.mnstate.edu/contact/privacy/>

Your rights

The Foundation considers its relationship with alums and supporters lifelong, and we will use your details until you tell us you no longer wish to hear from us. We will ensure that the data we hold for you is up-to-date and accurate.

You have the right to:

- » revoke consent.
- » request a copy of the information we hold about you.
- » update or amend the information we hold about you.
- » change your communication preferences at any time.
- » have us remove your personal information from Foundation records.
- » object to processing your information for any of the purposes outlined above.
- » opt out of all communication from the Foundation.

For inquiries about how the Foundation manages information or to request changes, please email:

Steven Sjoberg
Director of Marketing and Communications
Email: steven.sjoberg@mnstate.edu
Phone: 218-477-2542
MSUM FOUNDATION
1104 7th Ave S
Moorhead, MN 56563

Changes to this Privacy Policy

We may update this Privacy Policy from time to time without prior notice. The updated Privacy Policy will be posted on our website, and your continued use of our website will signify your acceptance of the changes.

If this statement changes, we will post the new information on the Foundation website.

Last updated on 3/15/2023

Privacy Policy

Executive Summary

The MSUM Foundation is committed to protecting our donors' and visitors' privacy and security to our website. We have recently updated our privacy policy to ensure compliance with the latest regulations and provide greater transparency about our data practices. Our updated policy outlines how we collect, use, and protect personal information and your rights and choices regarding your data. We also detail the measures we take to safeguard against unauthorized access, disclosure, and destruction of data. At the MSUM Foundation, we value your trust and are dedicated to maintaining the highest privacy and security standards.

<https://donate.mnstate.edu/privacy>

Why do we need a privacy policy?

A privacy policy is a statement describing how a website collects, uses, and manages consumers' personal data.

This type of policy must often include many explanations, including detailed descriptions of your data collection processes' who, what, where, when, and why. It should also provide insight into which entities will access this consumer data, how that information is physically handled, what the data is being used for, and the amount of information needed for collection.

Why do we need to update the MSUM Foundation Privacy Policy?

The main reason the MSUM Foundation needs to update the Privacy Policy is that it is outdated with current US Consumer Privacy Rights. These states are:

- The California Consumer Privacy Act (the "CCPA").
- The Colorado Privacy Act (the "CPA").
- The Connecticut Act Concerning Personal Data Privacy and Online Monitoring (the "CTDPA").
- The Utah Consumer Privacy Act (the "UCPA").
- The Virginia Consumer Data Protection Act (the "VCDPA").

Minnesota is also working on a Consumer Data Privacy Act but is currently in committee. [\(SF 950\)](#)

Also, the General Data Protection Regulation (GDPR) established on May 25, 2018, for the European Union (EU) is a concern. We may consider linking to our technology provider's GDPR FAQ or creating one of our own. While the GDPR is a European Union (EU) privacy law, organizations outside the EU can also be subject to the GDPR.

Additional info can be found here [GDPR Info from Blackbaud](#)

What are the proposed changes?

There are 2 large changes proposed.

1. Adding more information about the collection and use of personal data
2. Email Marketing and Privacy

Additional changes include providing images and photographs, sharing information, and linking to third-party sites.

Adding more information about the collection and use of personal data

We collect the personal data you provide us by creating an account, using the website, submitting 'Contact Us' forms, or otherwise interacting with us. Generally, this information is requested when you are asked to register for an Alumni VIP card, subscribe to e-mail newsletters, complete an online form, download resource information, or request information about or donate to a fund.

We may collect data about you from third parties. As is typical for businesses that market their products to other organizations, sometimes we obtain your work contact information from third-party data suppliers or joint marketing partners to contact you with communications containing promotions, customer stories, Blackbaud news, and updates or thought leadership. We may also get your information from publicly available sources and social networking sites, like LinkedIn or your organization's website. MSUM Foundation collects data in the following categories:

CATEGORY	EXAMPLES
Identifiers	Name, postal address, email, IP address
Commercial or transactions information	Your purchase of our services or donation to a fund.
Internet/Solutions activity	Your interaction with our websites or solutions
Professional information	Role at your organization
Personal info	Physical characteristics or description; Telephone number.
Commercial or transactions information	Examples include records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.

CATEGORY	EXAMPLES
Internet or other electronic network activity information	Examples include online interests, such as information about categories of consumer interests derived from online usage; and information on a consumer's interaction with a website, application, or advertisement.
Professional or employment-related information	Examples include current or past job history.

Email Marketing and Privacy

Because we send out emails for marketing purposes, 4 laws impact our right to do so: These four laws are the GDPR, CalOPPA, US CAN-SPAM, and Canada's CASL laws.

CalOPPA

CalOPPA is a California law that applies to email marketing in that it (1) requires a Privacy Policy and (2) requires you to share what kind of personal information your website or app collects.

To meet CalOPPA requirements, you need to mention that you collect email addresses from data subjects and then note whether or not you share them with third parties. We also need to make it possible for people to opt out of your email marketing campaign.

US CAN-SPAM

includes seven primary requirements that marketers must follow to prevent American consumers from dreaded unsolicited emails:

1. Be honest in your header (including from, to, and routing information).
2. Skip deceptive subjects.
3. Disclose the email as an advertisement.
4. Share your physical postal address in the body.
5. Provide instructions for opting out.
6. Honor opt-out requests within 10 business days.
7. Make sure third parties or processors comply with CAN-SPAM.

Only #5 directly impacts our Privacy Policy. We need to share opt-out instructions in our email and our Privacy Policy so that customers have all the options they need to unsubscribe whenever they want.

Canada CASL

CASL is Canada's anti-spam law, and it went into effect on July 1, 2014. If our site allows visitors from Canada, we need to comply. CASL covers what it calls a "Commercial Electronic Message" (CEM). A CEM doesn't just apply to email. Instant messages, texts, and social media messages that refer to commercial activities also fall under the umbrella.