

Shelter Development, Inc.
Privacy and Texting SMS Policy

Shelter Development, Inc. is a community based 501(c)3 nonprofit organization offering text messaging for the convenience of our volunteers, partners, and community members in support of operations related to *theExchange La Crosse Area Furniture Bank* program. Shelter Development, Inc. is committed to protecting your privacy and ensuring the security of the personal information you provide to us. This Privacy Policy outlines how we collect, use, and safeguard your information.

Types of Information: We may collect the following personal information from you: Full Name, Address, Email Address, Phone Number, Employer/ group affiliation, Communication History, Data for Services Rendered, Donation History

Method of Consent: Our agency may use a multilayered approach to communicate with you to gain your consent including,

- Verbally, during direct interactions.
- By opting in through a form.
- By you initiating Text/ SMS messaging with designated Shelter Development phone numbers.
- Email communication

Why We Collect Data: We collect your information to communicate donation campaigns and updates, provide information about services rendered / programing, and facilitate communications with volunteers and donors of material and financial resources. Your information is used internally and through our Messaging Service and donor database but is not **shared with/for external marketing** under any circumstances.

Securing the Data: While we use secure platforms to prevent unauthorized access or misuse and strive to ensure the highest level of security, we cannot guarantee complete security of the data collected.

Platform of Record: Shelter Development, Inc. maintains a subscription service with Donorsnap, a donor management software platform. [DonorSnap Privacy Policy](#)

Shelter Development, Inc. engages with this platform to record information found in the “types of Information” section of this policy, for the following purposes.

- To record and acknowledge donor financial and material contributions of individual and group donors.
- To populate necessary Tax Contribution documents.
- To provide organization information including, but not limited to, public program updates and fundraising solicitations.

No Data Sharing: We support transparency and will **never share, trade, or sell** any of your personal information, including phone numbers or SMS consent, with third parties. Your phone number and SMS consent will be utilized exclusively for communication with you and will not be disseminated for marketing purposes.

User Rights: You have the following rights regarding your personal information:

- **Access:** You may request a report detailing the categories of information we have collected about you.
- **Deletion:** You may request that your personal information be deleted from our records.

Platform of Record Opt Out: Donors wishing to have their information withheld, or removed, from the DonorSnap system may do so by written communication to admin@shelterdevelopment.org.

Texting/SMS Communications Specific:

Types of Texting/ SMS Communication Examples: If you have consented to receive text messages from Shelter Development, Inc., you may receive text messages related to programming, events, donations, or other services. Examples below

- COMMUNITY MEMBER: Updates regarding the internal process for contributing household items to the Exchange program.
- DONOR: Acknowledgement of donation, info about upcoming campaigns, answers for various inquiries.
- INTERNAL MEMBER (VOLUNTEER): Updates regarding program events, opportunities and logistics.

Standard Messaging Disclosures:

To opt out of SMS communications, reply "STOP." For assistance, reply with "HELP." Response for "HELP"

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal information, please contact us at:

- **Email:** admin@shelterdevelopment.org

Messaging Frequency: Message frequency varies based upon the issue at hand. If you have signed up to participate in an annual event and consented to text updates, you may receive one or two texts pertaining to the event.

Other Info

- Message and data rates may apply

We are constantly trying to improve our services, which may result in Shelter Development, Inc. making updates to this Privacy Policy from time to time. Shelter Development, Inc. will alert you to material changes by placing a notice on the website (<https://www.theexchangelacrosse.org/>), and sending you a SMS communication and/or by some other means. By using the services after any changes to the Privacy Policy have been posted, and failing to exercise the right to opt out, you agree to the new Privacy Policy.

Effective Date: March 18, 2025