

**WSRE-TV FOUNDATION, INC.  
CONFIDENTIALITY POLICY**

***SECTION I - DONOR INFORMATION***

WSRE/Pensacola State College and the WSRE-TV Foundation, Inc. are committed to the ethical collection and use of information in the pursuit of legitimate institutional goals. In addition to this responsibility, the College and the Foundation are obligated by terms of FCC Licensure and Corporation for Public Broadcasting grant requirements to observe certain protocols.

We shall support and further the individual's right to privacy, the collection only of information necessary to ascertain capacity of an individual to become a member of or make a gift to WSRE, and protection and appropriate use of confidential material so gathered.

These protocols will protect our members and donors and guide our staff by providing general principles and practices related to all aspects of confidentiality. Since the protocol is not intended to give every detail, operational areas will develop specific guidelines that address their unique circumstances. The protocol applies to all types of confidential information, regardless of form; including but not limited to, hard copy, electronic, film, or any other medium. It applies not only to WSRE/Pensacola State College employees, but to employees of the WSRE TV Foundation, and any other employees who are engaged in fundraising on the station's behalf, along with volunteers, leased employees, consultants, or others outside of WSRE/Pensacola State College and the WSRE TV Foundation, who work to further the station's donor relations and developmental efforts.

Confidential information is described by, but not limited to, the following general classes:

- name, address, telephone number or social security number;
- information about members, prospects and donors gathered to aid in determining appropriateness of solicitation and level of membership or gift request;
- specific data in prospect lists that would identify prospects to be solicited, dollar amounts to be requested, and name of solicitor;
- portions of solicitation letters and proposals that identify the prospect being solicited and the dollar amount being requested;
- letters, pledge cards, copies of checks, credit card information and other responses received from members or donors regarding memberships, or prospective gifts in response to solicitations;
- portions of thank-you letters and other membership or gift acknowledgement communications that would identify the name of the member or donor and the specific amount of the gift, pledge, or pledge

payment;

- donor's financial or state planning information, or portions of memoranda, letters, interview notes, or other documents about any donor's financial circumstances; and
- data detailing dates of memberships, gifts, payment schedule of gifts, form of gifts, and specific gift amounts made by donors.

Collection of data as it relates to the WSRE donor database and all other station and Foundation systems is limited to public sources and call reports. Information should be stated in an objective and factual manner and, whenever possible, attributed to the source. WSRE/Pensacola State College staff, the Foundation, their agents and volunteers, however, shall not seek out or report public information of a personal nature such as that contained in documents related to divorce, child custody, probate, or bankruptcy.

Confidential information is *not available* to groups or individuals for any other uses, such as for vendor usage, for political mailing lists or for locating old friends. Therefore, addresses or telephone numbers are not to be released to third parties. **Questions about the appropriate release of information should be referred to the General Manager of WSRE.**

## **SECTION II – BUSINESS PRACTICES**

WSRE/Pensacola State College and the WSRE-TV Foundation have established a policy of confidentiality with respect to public disclosure of proprietary business information. This policy makes it incumbent upon all Board Members, staff, leased employees, contracted personnel and volunteers to recognize the sensitivity of programming and other operational information that they may, in the course of their regular duties, have access to, and refrain from actions that would serve to violate the spirit of this policy.