

Website Usage and Donor Privacy Policy
Approved 11/11/2021
Central Scholarship Executive Committee

Central Scholarship values the donors, volunteers, students, and others who share our goal of helping individuals achieve a better life through higher education. We are committed to maintaining the privacy of those who visit our website and have created this Privacy Policy to explain why we collect particular information and how we will protect your personal privacy within our website. If you have questions or concerns regarding our privacy statement, please contact us directly at the address or phone number below.

Collection of Personal Information

Personal Information

Central Scholarship's website collects your name and email address when you sign up for our e-newsletter, submit a comment on our blog or newsroom, or contact us with a comment or question. We collect your name, email address, phone number, and home or work address when you make an online donation. Once you provide your personal information, you are not anonymous to Central Scholarship; we store your name and contact information in a secure database.

Central Scholarship uses NextGen, a third party vendor, to accept online scholarship and interest-free loan applications. Our online application collects personally identifiable information, such as your name, address, phone number, email address, last four digits of your social security number, age, gender, ethnicity, length of Maryland residency, family income, educational history, and employment history. Central Scholarship and NextGen store this information in a secure database and use it only for your intended purpose.

Off-Line Collection of Information

Donors and prospects are solicited by hard copy for annual appeals and program events.

Donors may request to remain anonymous by checking the appropriate box in our response materials. Central Scholarship maintains donor information in the Talisma database. We are members of the Association of Fundraising Professionals www.afp.org and adhere to their Code of Ethics <https://www.afpnet.org/files/contentdocuments/codeofethics.pdf> regarding donor relationships. A donor may request to be removed from our mailing list by contacting us at:

Central Scholarship
6 Park Center Court, Suite 211
Owings Mills, MD 21117
410-415-5558
donors@central-scholarship.org

Credit Card Information

Central Scholarship uses Network for Good, a third party vendor, to process online credit card donations. You will be asked to provide your credit card number, security code, expiration date,

and security code. Central Scholarship and Network for Good do not store this information and use it only for your intended purpose.

Non-Personal Information

Central Scholarship uses Google Analytics, a third party vendor, to analyze traffic to our website. We do not collect information that personally identifies you. Information collected can include: your IP address, browser type, domain names, access times, pages you visit on our website, and referring website addresses. We use the data gathered to improve the content of our website and its usefulness to visitors.

Selling, Sharing, and Use of Personal Information

Your personal information is collected for several reasons:

- to send you our e-newsletter;
- to answer your requests;
- to let you contribute online and to credit you accurately for your gift;
- to solicit donations;
- to allow you to comment on our blog or newsroom online;
- to let you apply for scholarships or interest-free loans online;
- to remind you of application deadlines, notify you if your application is incomplete, and to tell you if you are a finalist;
- to track your and others' use of our website; and
- to provide us with aggregate data about our site visitors.

Central Scholarship does not sell or share your personal information with other organizations. We may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, or provide student support. All such third parties are prohibited from using your personal information except to provide these services to Central Scholarship, and they are required to maintain the confidentiality of your information.

Donors are listed in our annual report and other publicity materials. The gift amount may be published for campaigns that offer publicity as a donor benefit, such as the Campaign for Students and sponsorships for anniversary celebrations. Donors have the right to remain anonymous and to have the amount of their gift withheld from publication. If you wish to remain anonymous or wish to have the amount of your gift withheld from publication, please contact us directly at 410-415-5558 or donors@central-scholarship.org or by checking the "I wish to remain anonymous" box on the Central Scholarship donation page.

Texting Procedures

Central Scholarship does not text donors. Scholarship recipients must opt-in to receive text messages. Scholarship recipients are given the option to be texted at two steps in the scholarship process:

1. Address verification. This includes an opt-in and students must provide the text number which Central Scholarship is permitted to use.
2. Request for fall semester grades. Students are given the option to opt-in and they must provide the text number which Central Scholarship is permitted to use.

Opt-Out and Correction Procedures

We seek to maintain accurate records of our supporters' and students' contact information. You can send your updated address, phone number, or email address to donors@central-scholarship.org or 6 Park Center Court, Suite 211, Owings Mills, MD 21117, or call us at 410-415-5558.

If you wish to stop receiving email communications from Central Scholarship, click on the Safe Unsubscribe button at the bottom left of any Central Scholarship mass email. You may also send your preferences regarding electronic or print communications to donors@central-scholarship.org or 6 Park Center Court, Suite 211, Owings Mills, MD 21117, or call us at 410-415-5558.

Use of Cookies

Cookies are data text files placed on your computer when you visit a website. Cookies track how visitors interact with a website. Cookies cannot be used to run programs or deliver viruses to your computer.

Through Google Analytics' use of cookies, we can track such information as the number of visitors to pages within the website, what times people visit the website, and which sites referred visitors to the Central Scholarship website as well as Gender, and Affinity/Demographic Categories of those visitors. This information is collected on an aggregate basis. None of this information is associated with you as an individual.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can choose to block cookies from some or all websites on your computer by changing your browser preferences. If you choose to have your browser block cookies, it is possible that some areas of our website will not function properly when you view them.

Security of Your Personal Information

Central Scholarship's website has security measures in place to protect against loss, misuse, and alteration of the information under our control.

Every step of our online giving process is protected and secured by Network for Good using GeoTrust, and every step of our online application process is protected and secured by NextGen using digicert. All the information entered on these forms are protected by industry standard secure server software (look for the padlock). This secure socket layer (SSL) encrypts all the data sent from the online forms preventing anyone on the internet from accessing it. Further communications of this information are also encrypted ensuring that your personal information and credit card information are private and secure.

Unfortunately, no data transmission over the internet is 100% secure. While we strive to protect your information, we cannot guarantee the safety of the information you submit.

Links to Other Websites

Central Scholarship's website provides links to other websites. We cannot control the content or privacy policies of other websites, nor can we control what information these websites collect. The Central Scholarship privacy policy applies solely to our own website. We encourage you to review the privacy policies of other websites. That another website is linked to our site does not constitute an endorsement by Central Scholarship of the owner of the other site, the content of the site, or its products or services.

Changes to this Statement

If we change this policy, we will post changes to the Central Scholarship website. We encourage you to periodically review this statement to be informed of how Central Scholarship is protecting your information.

Contact Information

If you have questions about this privacy policy, you can contact us at to donors@central-scholarship.org, 410-415-5558, or the address below:

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