

# Nebraska Journalism Trust

## Policy 3: Privacy of donors, subscribers, and other website users

The Nebraska Journalism Trust 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 the Nebraska Journalism Trust through its websites ([www.flatwaterfreepress.org](http://www.flatwaterfreepress.org) and [www.nebraskajournalismtrust.org](http://www.nebraskajournalismtrust.org)) and the online forms connected to those websites and controlled by the Nebraska Journalism Trust. 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

The Nebraska Journalism Trust collects a person's e-mail address in order for that person to receive the organization's newsletter. Subscribers may also be asked for names and Zip Codes. The Zip Code data is used in aggregate to inform the organization and its donors and other partners about the geographic distribution of subscribers.

When accepting donations or processing merchandise orders, the Nebraska Journalism Trust collects additional contact information, including mailing address and phone number. Other forms solicit story ideas and feedback with the intent of learning about readers' interests and improving the 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 are able to subscribe to the organization's core journalism products, but opt out of receiving most fundraising and other marketing messages.

### IP addresses

The Nebraska Journalism Trust uses IP addresses to help diagnose problems, to administer its websites, and for statistical metrics used to track website visitor traffic.

### Cookies

The Nebraska Journalism Trust's websites use "cookie" messages to automatically provide better services. Cookies record your preferences for a website based on what users have done before. The cookie is placed in your computer and is read when you come back to a 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.

### How information is used

The Nebraska Journalism Trust uses personally identifiable information to provide donors, subscribers, and other website users with personalized services, to send personalized messages,

to respond to requests and feedback, to invite people to events, to create a donation history, and to send personalized tax acknowledgements 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 own donations and other interactions with the organization.

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

The Nebraska Journalism Trust 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 the use of contact information, only the essential information is provided, such as e-mail addresses to be used for an event invitation.

### **External Links**

The Nebraska Journalism Trust's websites, e-mail newsletter, and other communications frequently use external links. These links do not fall under the organization's domains, and the Nebraska Journalism Trust 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**

The Nebraska Journalism Trust may amend this privacy policy from time to time; please review it periodically. Your use of websites, forms, and e-mail content from the Nebraska Journalism Trust after the effective date of new or altered policies will constitute your acceptance of those policies.

*Approved August 24, 2022*