

# CLEMSON UNIVERSITY

## FOUNDATION



### Procedure - Information Technology

<b>Procedure Title:</b>	Solicitation and Confidentiality Codes Procedure		
<b>Procedure #:</b>	6.07P	<b>Effective Date:</b>	April, 2021
<b>Responsible Department:</b>	CUF IT	<b>Cross Reference:</b>	6.07
<b>Approved by:</b>	CUF Senior Staff	<b>Policy Owner:</b>	Chief Technology Officer

### Purpose

The purpose of this procedure is to describe the solicitation codes and confidentiality codes included on constituent records in Cadence to accompany the policy “Solicitation and Confidentiality Codes.”

### Definitions

1. Confidentiality Codes – codes affixed to a constituent or to a specific gift indicating the level of anonymity the constituent desires.
2. Constituent – any individual or entity based record including in the Fundraising Database.
3. Fundraising Database – the system of record that includes constituent records, gifts, and additional constituent information.
4. Solicitation Codes – codes affixed to a constituent record that indicate the type of communication allowed or requested by a constituent.
5. Participants – the entities that participate in the data collaboration agreement and share data within Cadence.
6. Public Anonymity – defined within this Procedure.
7. Users – the individual employees of the Participants that utilize the fundraising database.

### Procedure

When a Constituent communicates to any User of one of the Participants to the Fundraising Database a communication or confidentiality desire, the User should communicate that to the Records Management office or Gift Management office as soon as practically possible so that the Constituent’s record may be updated.

## Solicitation Codes and Definitions

Solicit Code Description	Definition
Do Not Contact Except Mandatory	Do not contact constituent at all (via any communication method) except for mandatory communication which includes gift receipts and endowment statements. Any other communication considered “mandatory” must be pre-approved as described in the policy.
No Postal Mail	Do not send any postal mail to constituent
No Marketing of Products or Services	Do not send any marketing communication for products or services (via any communication method) to constituent
No Solicitation	Do not solicit constituent (via any communication method)
No Postal Solicitation	Do not send any postal mail solicitations to constituent
No Phone Calls	Do not call constituent
Omit from Call Lists	Do not include constituent in any mass phone lists
No Email	Do not email constituent
Subscription Only	Do not contact constituent (via any communication method) except for purposes specifically indicated on constituent attribute called “Subscription”
No Text/SMS	Do not text constituent

## Confidentiality Codes

### *Public Anonymity*

Donors may instruct that a gift, all of their gifts, or their giving recognition category be kept anonymous from the public. This **Public Anonymity** includes three variations as delineated below. The staff person having the conversation with the donor should be clear in the type of anonymity that the donor is requesting and then communicate that information to the CUF Gift Management team.

### *Access to View Public Anonymity*

Public Anonymity will allow users with the appropriate permissions to view the Gifts of a Constituent to view the gift(s) or donor recognition category but may not release any of that information to any third party including, but not limited to, public recognition. Gifts marked as anonymous will not be included on any gift reports to Clemson Enterprise partners that do not have the appropriate permissions to access and view the Gifts within the fundraising database.

### *Public Anonymity and Soft Credits*

The anonymity will follow the gift. Therefore if a donor elects to make any or all gifts anonymous, then any associated soft credit must be marked anonymous as well.

### *Types of Public Anonymity*

1. Individual Gift – a specific gift may be marked anonymous.
2. All Giving – a donor’s record is marked that all gifts made by the donor are made anonymously.
3. Giving Recognition Category – a donor may request that their giving recognition category is kept anonymous.

### *Exceptional Circumstances*

Exceptional circumstances may necessitate that a separate Mr. or Mrs. Anonymous record be created to record a donor's gift. These rare cases will be accommodated for a donor that explicitly does not want anyone, including internal staff, to be aware of their gift. These exceptional situations must be approved by the Vice President of Development and Alumni Relations of Clemson University to substantiate the need for such a record. Only a few Users with a specific need to know will know the identity of these records, such as the Gift Management leadership and the Development Officer.

### **Approval**

This policy was submitted to the Data Governance Leadership March, 2021 and each entity stakeholder approved as written. This policy was submitted to the CUF Senior Staff April, 2021 and approved.