

## **Policy on Patron List Exchanges or Rentals**

91.1 WTJU has never, does not currently, and has no plans to exchange or sell donor lists. Donations made to WTJU are to a “department” of the University and are filtered through the Development Office of the University of Virginia and are thus subject to University of Virginia policies. Since 1998, donations made to WTJU have been coded at the Development Office to restrict use of the WTJU donor list *within* the University. Per University of Virginia policies, WTJU may not share donor lists with *anyone* outside of the University of Virginia. *The guidelines of the University of Virginia Development Office are addended to this policy.*

### ***Guidelines***

1. WTJU’s mailing list will not be made available to anyone outside of the University of Virginia. WTJU’s list is not available for rental. WTJU’s list will not be traded with political candidates, partisan political organizations, or organizations that spend a substantial amount of their time lobbying. The list will not be exchanged with organizations whose purpose or reputation would damage the goodwill and trust between the station and its listeners or the University of Virginia. The list will not be exchanged or rented for telemarketing or e-mail use.
2. Members will be informed in all correspondence, i.e. donor kit, acknowledgment package, newsletter, and etc. that their names will not shared outside of the University of Virginia and any member not wanting his/her name used by other departments or organizations within the University shall be coded in the database as "do not exchange".
4. This list trade policy will be reviewed by the person responsible for donor management and the Station Manger on an annual basis and approved by representatives of the University Development Office if changes are made.
5. WTJU will not rent or buy names from political candidates, partisan political organizations, or organizations that spend a substantial amount of their time lobbying. Lists will not be rented from organizations whose purpose or reputation would damage the goodwill and trust between the station and its listeners.

Policy updated by Chuck Taylor  
General Manager, WTJU  
University of Virginia  
11/6/99

## **University of Virginia Gift System Confidentiality Policy**

The information contained on the Office of University Development gift system is subject to the University of Virginia Data Control Policies found at <http://www.itc.virginia.edu/departments/policies/itcAdmin.html>. In order to comply with these policies, the Office of University Development has developed the following policies pertaining to the donor and gift information found on the Office of University Development gift system.

### **General Statement**

The University of Virginia is fortunate to have many alumni and friends willing to provide financial support to help maintain and expand the excellence of its schools and programs. The philanthropic relationship between the University and its donors is a private matter and employees with access to the Development gift system information are responsible for maintaining the confidentiality of these relationships.

### **Information Control Policies**

1. Information found on the gift system is confidential. Confidential information shall consist of: personally identifiable information about faculty, employees, students, donors and potential donors to the University of Virginia or its related foundations; information about the University's internal planning; information about giving and approach strategies and methods of analyzing University needs and selecting potential donors.
2. Confidential information is to be used only as needed in the normal course of performing work assignments.
3. Confidential information is not to be copied without authorization or to be disclosed to non-university people during or following employment.
4. Confidential information is not to be altered or destroyed without authorization.
5. Confidential information is not to be publicly disseminated without the written authorization of designated University officials. Outside requests for information should be referred to the Director of Development Services.

Updated 8/17/99  
Michael E. Lutz