

Privacy Policy

At GiftTool we value our relationship with each and every customer and visitor to our site. We strive to operate our company at the highest levels of ethical business practice and, as a component of that, your information privacy is honoured in all we do.

The following information is your assurance of security and privacy regarding the information that may be exchanged as you and your customers use our service.

Client Information

Our pledge is that GiftTool will not release your personal data to anyone else without your consent - period. GiftTool collects information about your organization exclusively for the purposes of providing the services outlined on this web site and will never use that information for any other commercial purpose.

Information You Give Us

In order to provide you with our service, we must ask you to provide some information. We do not disclose, sell, trade, or rent your personal information to outside parties. We use this information solely to allow you and your customers to interact with our service, to process your online transactions, to provide you with reports on activity in your account, and to contact you with information regarding our service. We share this information, and only that information which is absolutely necessary, with those third parties that are involved in the processing of your transactions. For example, the financial institution with whom you have your bank account.

Information that is collected is used to check the users' qualifications for registration and to process transactions as outlined in the Terms of Use. Unique identifiers are collected to verify the user's identity.

Tracking Data on How You Use Our Site

Like many companies using the Internet, we do use tracking software to generate reports on how people are using our site. This information is used to continuously improve the content, performance, and ease-of-use of our site. We do not disclose, sell, trade, or rent any personally identifying information obtained in this way to outside parties. We may disclose certain aggregate data, such as the number of visitors in a given time period, to others. Our server automatically logs the IP address of visitors to our site. This information does not and cannot identify any individuals, only computers. We use this information to evaluate the performance of our server. We also use this information in aggregate to determine patterns in our business.

Use of Traffic Data

Each time a visitor comes to the GiftTool site, we collect some information to improve the overall quality of the online experience. At GiftTool, we collect the visitor's domain name (e.g., whether the user is logged on from ibm.com or yale.edu), referral data (e.g., we record the address of the last URL a user visited prior to clicking through to a Wired Digital Web site), and browser and platform type (e.g., a Safari browser on a Macintosh platform). In addition to collecting these types of information, our server collects aggregate search terms for internal reporting. The GiftTool site collects visitor information for purposes of product monitoring, and product improvement.

We also count, track, and aggregate the visitor's activity into our analysis of general traffic flows at our site. To determine patterns and improve our service, we may merge information about you into group data, which may then be shared on an aggregated basis with third parties. When GiftTool does present aggregated information to third parties, no one will be able to identify you or contact you.

Sites We Link to

We have provided links to other sites that we think you may find useful. These sites may have different privacy policies and you should be aware of each site's privacy policy before providing any information to them. GiftTool is not responsible for any information you provide to sites that we have linked to.

Security

This site has security measures in place to protect the loss, misuse and alteration of the information under our control. All customer information and records of transactions are stored in an encrypted form and we have installed extensive security measures to prevent unauthorized access to our database. We utilize industry standard SSL 128-bit encryption when accepting credit card information during our online checkout process. In addition, we utilize the same encryption standard when transferring credit card data to an external fulfillment system.

We have also taken the appropriate security measures to safeguard your personal information after it has been transferred to our fulfillment system. For example, our computer network is password protected, it is inaccessible via the Internet and paper copies, if any, are shredded before disposal. For more information on our security procedures, please visit our website at: <http://www.gifttool.com/Security.html>.

Updating Your Information

If you wish to update any of our records on your organization, please do so in the Account section in the GiftTool BackOffice. You are free to update any information you provide to us when registering for our service at any time by logging into your account.

The Testimonials page on our web site is a place for public display of comments about our site and service. Should you decide to post a message via our Testimonials page, we may display that portion of your name that you enter into the form, your city and state / province and your comments. Please exercise caution before including any personally identifiable information with your submission.

To help us protect your privacy, you should maintain the secrecy of the login ID and password you may have set up in connection with your participation in any GiftTool service.

Customer Information

Our Commitment to Privacy

GiftTool understands the concerns that our clients have with protecting the integrity of customer information. We also understand the concerns your customers have with using their credit cards online or providing their personal information online. It is therefore in best interest of GiftTool to protect customers' credit card and personal information in order to provide our clients and their customers with the best service possible. We have developed the following Privacy Policy to fulfill our commitment to customer privacy.

Personal Information

GiftTool will not disclose, sell, trade, rent, or otherwise reveal your customers' email addresses and other personal information with a third party, other than with your organization. GiftTool is not responsible for any uses of customer information by you or your organization.

GiftTool may disclose aggregate use statistics (for example, 50% of customers used a Visa card) in order to describe our services to prospective partners, investors, and otherwise relevant third parties. Such disclosed information will not include any personal information about individual customers.

Credit Card Numbers

When your customer uses GiftTool-enabled services to make an online financial transaction, the credit card billing information, including the name on the customer's card, billing address, and expiration date, is used to process the transaction. All this information is encrypted using 128-bit SSL encryption, industry standard secure technology. This encryption is designed to prevent theft or interception of the information.

Your customers' complete credit card numbers are NOT stored and accessible from your password-protected account. For those clients with donors enrolled in the recurring monthly giving program, the monthly donor profile will only display the last 4 digits of the credit card used to process future recurring donations, along with the credit card expiration date, should you need to confirm this information with the donor.

When processing a credit card transaction, we may use, and consequently we may provide to service providers, your customers' financial information to help us perform some of these tasks. In such cases, we will require these service providers to enter into agreements with us regarding the confidential handling of your customers' information. We may also provide your customers' financial information to their credit card issuer, their financial institutions or your credit card processors to process transactions and for their other purposes.

GiftTool may disclose specific financial information when we determine that such disclosure may be helpful to comply with law, to cooperate with or seek assistance from law enforcement to protect the interests or safety of GiftTool or other visitors to the Site or users of services or products provided by GiftTool or to take part with others in joint antifraud activities. Also, your customers' financial information may be passed on to a third party in the event of a transfer of ownership or assets of GiftTool.

GiftTool will not be responsible or otherwise liable for any use or disclosure of your customers' financial information by a third party to whom GiftTool is allowed to disclose their financial information under this privacy policy.

General

Changes to This Policy

GiftTool reserves the right to change this statement at any time by posting revisions on the GiftTool Web site. This privacy policy is not intended to, and does not, create any contractual or other legal rights in or on behalf of any party.

From time to time, GiftTool may introduce new products and services to its users. To the extent these new products and services affect this policy, this policy will be updated and will be effective immediately upon posting to the GiftTool Web site. Although we may attempt to notify you when major changes are made via the Notice email address associated with your account, you agree to assume responsibility for periodically reviewing this privacy policy.

How to Contact Us Regarding Privacy

If you have any questions or concerns about this privacy policy or would like to contact us regarding the information you have submitted to us, you can contact us at the following addresses:

- By Email: info@gifttool.com
- By Mail:
Privacy Officer
GiftTool.com Inc
139 Drake St, Suite 6A
Vancouver, BC, Canada
V6Z 2T8

This privacy policy was last revised on March 29, 2006