beam insights
Powered by Campbell & Company

BEAM INSIGHTS PRIVACY POLICY NOTICE

The privacy and security of the data processed by the Beam Insights Application is of the highest importance. This privacy policy notice provides information on how the Beam Insights application processes data and is organized into eight sections:

1. Purpose of Data Processing
2. How We Get Data
3. Data We Process
4. Legal Basis for Data Processing
5. Use of Data After Processing
6. Rights of the Individual
7. Contacting Campbell & Company
8. Updates to this Privacy Policy Notice

1. PURPOSE OF DATA PROCESSING

Beam Insights processes constituent data and provides real-time analysis related to annual and campaign planning, goal setting, and tracking.

2. HOW WE GET DATA

- All data processed by Beam Insights Application (Beam) are provided by our clients. Our clients are non-profit organizations who have collected data from individuals and organizations.

- Beam organizes how the data collected by a client is accepted into the system. For example, it may require a donation of $500 to be loaded into the system to include cents, therefore requiring the following format $500.00.

- There are data fields provided by the client that are processed within Beam. These data fields are directly or indirectly linked to personal data.

3. DATA WE PROCESS

Beam Insights does not collect data directly from individuals. The nonprofit organization using Beam Insights provides all the data processed. The categories of data processed include information about the constituent, the gifts the constituent has given in the past, anticipations of future giving, and administrative data that organizes constituent information by funding campaign and staff. These categories of data are spread into two main groupings: those directly linked to an individual and those indirectly related.

Field Category	Direct/Indirect to Personal Data	Description	Purpose
Background About the Constituent	This information is directly related to the constituent	The background information provided about a constituent including name, name of spouse, addresses (street, city, state, zip code, country), how they are connected to the nonprofit organization, and the staff member at the nonprofit organization assigned to them. The constituent is assigned a giving capacity rating based on publicly available data.	The background information is used to combine constiutents in the same household. The rating is used to determine which constituents may be potential donors for a nonprofit.
Proposals and Gifts	This information is directly related to the constituent	The proposal process are the steps taken to ask potential donors for contributions. Data collected is about the amount suggested, the date of suggestion, a date when the amount may be gifted, whether the constituent has been asked for a contribution by staff member, the gift given, the date of gift, why the gift was made, and the form the gift was given.	To determine how many potential gifts may be given to the organization during a set period and to provide insight on a prospect's capacity to make a gift and the amount of any gift given.
Funds	Indirectly linked to the constituent	Funds describe the projects or initiatives that a constituent supports. A unique identification number that is used to link a constituent to a specific fund name is produced.	To track the project that constituents have or will give to during a set period.

4. LEGAL BASIS FOR DATA PROCESSING

Campbell & Company processes data through Beam for clients as outlined in Beam's terms of service. The client has agreed to these terms of service. The lawful basis of processing outlined in the terms of service is to provide analysis using the data provided by the client.

5. USE OF DATA AFTER PROCESSING

- All the data provided by the client for processing is kept by Campbell & Company for future development of the Beam Insights Application.
- Campbell & Company does not sell data to any individual or entity.

6. RIGHTS OF THE INDIVIDUAL

The constituents whose data are processed through Beam have the following rights related to protecting personal information.

- Right to Know: The individual constituent has a right to know how their data is collected, used, and stored.
- Right to File Complaint: Individual constituents may file a complaint with Campbell & Company about concerns related to how data is being processed.
- Right to Access: Individual constituents have a right to access information about data being stored about them. To request a copy of the data specific to an individual constituent, the request must be made in writing by email.
- Right to Data Portability: All individual requests to access data that are approved per legal requirements will be fulfilled through a common data format. These formats will either be a comma-separated values (CSV) file or a Portable Document Format (PDF) document.
- Right to be Forgotten: A constituent may request that their individual data, related to a website visit where personal information is provided, be erased. A request for erasure will be reviewed, and a decision communicated to the requestor as required by law.

7. CONSENT

All clients must get consent from constituents whose data will be processed through Beam Insights.

8. CONTACTING CAMPBELL & COMPANY

Questions about how personal data is processed, used, and stored can be directed to the Campbell & Company privacy team by contacting us at ccrequest@campbellcompany.com or by calling toll free at 877-957-0000.

9. UPDATES TO THIS PRIVACY POLICY NOTICE

Campbell & Company reserves the right to change this privacy policy notice as needed. Notification of changes will be posted on the Beam Application website https://www.campbellcompany.com/beaminsights and will be communicated to all nonprofit clients so that they can notify each constituent. The date at the top of the privacy policy notice shows the date of the most recent privacy policy notice and references the date of the version it is replacing.