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## VOTER ENGAGEMENT DATA POLICY

01/29/2022 – Amended and Readopted by LWVME and LWVME Education Fund

The League of Women Voters of Maine's voter engagement work, including but not limited to registering people to vote, is an important part of fulfilling the League's mission. As part of that process, we frequently have access to the personal information of the voters we contact, particularly but not limited to when they fill out a card to register to vote. This policy has been drafted to ensure that we use that data responsibly and ethically, and protect voters' privacy.

Our goals with these data:

- ensure that we are doing our work as effectively as possible
- research options for improving voter turnout and engagement
- consistently connect with people, encouraging them to participate in democracy
- build community around civic engagement and the League of Women Voters

### Proposed Guidelines for Data Management and Use

Personal information of people we contact through voter registration and get out the vote work will be stored separately from our volunteer and donor lists.

1. We will not use their contact information for any purpose other than getting out the vote, unless a person expressly opts into other contacts.
2. We will only record name, address and year of birth which are already treated as public information by the Secretary of State.
3. We will not collect this information where prohibited to do so.

Where a person has expressly opted into other uses of their personal information, we may contact that person with voter services and information or to invite them to participate in local events, under these conditions:

1. To ensure responsible use, access to the list will be limited to people designated by the Executive Director or their designee.
2. Any contact, including texts, email, mail, or in-person contact, with list members must be approved by the Executive Director in advance.
3. The goal of contact must be clearly in line with our mission & goals as stated above.

We may use this information internally to assess our effectiveness and improve our programs.

1. We will not publicize any personal data without express written permission.
2. We may refer to anonymized individuals or aggregate data that does not disclose personal information in our analysis.

Except for those who opt-in to other communications, people we contact through voter registration efforts will be recorded in our records for data analysis purposes but we will not use their registration data to follow up with them.

If people ask how we use their data, we will answer with a brief summary of this policy.

1. We keep track of who we've registered so we have a way to measure our effectiveness.
2. We may contact you with voting reminders.
3. If you opt in to receiving other information we may provide you with a copy of our voter's guide or similar communications.
4. We won't ask you for money or to join our organization.
5. If you don't want to be contacted again, we'll respect that.
6. We will not share your information with anyone except to provide your registration card to authorized election officials.

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