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## **POLICY FOR USE OF INFORMATION OBTAINED THROUGH VOTER REGISTRATION EFFORTS**

07/27/2024 – Amended and Readopted by LWVME

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.

Where permitted by this Policy, we may use data obtained through voter registration efforts to:

- 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

### **Use of Information Obtained During Voter Registration Efforts**

This policy governs the use of data obtained during voter registration efforts conducted by the League of Women Voters.

Except for those who opt-in to other communications, we will not use information provided to us during voter registration efforts to communicate with those persons about general League business or programs. Unless a person opts-in to other communications, information collected during a voter registration effort will be used only for purposes related to encouraging voter turnout and assessing the effectiveness of voter registration and turn-out efforts. Any person may opt out of any use of data even for these limited purposes.

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

1. We will only record name, address, and year of birth which are already treated as public information by the Secretary of State.
2. We will not collect this information where prohibited to do so.
3. Information collected during voter registration efforts may be used to communicate with the person about an upcoming election by text, email, mail, or in-person contact. These contacts must be approved by the Executive Director in advance and must be clearly in line with our mission and goals as stated above. This information may also be used internally to assess our registration and turnout efforts. We will not use this information for any other purpose unless a person expressly opts in to other contacts.
4. To ensure responsible use, access to information obtained through voter registration efforts will be limited to people designated by the Executive Director.
5. Any person whose information is obtained through voter registration efforts may be offered the opportunity to opt-in to other communications from the League of Women Voters, including communications about programmatic activities, membership in the League of Women Voters, and fundraising.

We may use information obtained through voter registration efforts 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 individual or aggregate data that does not disclose personal information in our analysis.

Where a person has expressly opted-in to other uses of their personal information, such as filling out a volunteer or mailing list sign-up sheet, we may contact that person with other information consistent with League policies for use of our primary database of contact information.

If people ask how we use their data obtained through voter registration efforts, 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.

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2. We may contact persons who have not opted-out with voting reminders and election information.
3. We won't ask for money or to join our organization unless a person has opted-in to other communications..
4. If a person does not want to be contacted again, we'll respect that.
5. We will not share any person's information with anyone except to provide the registration card to authorized election officials.

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