

Request for Proposals Drupal Redesign



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1 Summary

The ACLU of Washington (ACLU-WA) is issuing this Request for Proposals (RFP) to solicit a contract for the design and implementation of a Drupal-based website for our organization and for the migration of our existing web content to the new site.

The ACLU of Washington has an existing website at <http://aclu-wa.org>, built for us in early 2006. It is a custom ColdFusion CMS running on a shared Windows 2003 Server and an MS SQL 2000 Server Database. The current CMS hosts 16 different document types and contains 726 documents, not all of which must be migrated to the new system. Part of our existing site also uses Convio to process secure forms for donations, event registries, contact forms, and action alerts.

The new system should be based upon Drupal 5 or 6 and run on a shared LAMP stack. All respondents should be prepared to configure, design and code both the CMS and the user interface according to the functional requirements and graphic design principles listed in this document. The Drupal portion of the site must integrate easily with the Convio portion of the site. Respondents should also recommend and implement a migration plan from the old CMS to the new one.

2 ACLU of Washington Background

The ACLU of Washington and its Foundation are non-partisan organizations dedicated to protecting, fostering, and extending the civil liberties principles embodied in the Bill of Rights and the Washington State Constitution. We pursue our work through education, litigation, legislation, community outreach, and communications in accordance with the mission and purposes of the American Civil Liberties Union and its Foundation.

The ACLU in Washington comprises two separate corporate entities, the American Civil Liberties Union of Washington and the American Civil Liberties Union of Washington Foundation. They are separate entities based on the kind of work they do. However, they share the same mission, and both are part of the nationwide ACLU. This document collectively refers to the two organizations as "ACLU of Washington."

The American Civil Liberties Union of Washington is a membership organization and engages in non-partisan lobbying and legislative activities at the federal, state and local levels. It is designated by the IRS as a 501(c)(4) organization.

ACLU of Washington Foundation is primarily involved in civil liberties litigation, research, and communications activities. It is designated by the IRS as a 501(c)(3) organization.

3 Functional Requirements

The ACLU of Washington has an existing website at <http://aclu-wa.org>, built for us in early 2006. It is a custom ColdFusion CMS running on a shared Windows 2003 Server and an MS SQL 2000 Server Database. The new site will run on Drupal running on a shared LAMP stack. The Take Action and Donation portions of the website are run by Convio, and will be run by Convio in the new site as well.

3.1. Module customization and installation

We will require several modules on the new site. Listed below are desired features that we expect to require functionality beyond that of the Drupal core. We are open to discussion regarding our requested functionality. We wrote these requirements with the intent to convey our expectations without limiting the creative potential of the contractor.

3.1.1. Related Content

Each node must dynamically generate a short list of related content at the bottom.

3.1.2. Teasers

Each event and press release node must have a teaser field of 150-200 characters so that it can be summarized at the top of the page and previewed elsewhere on the site. The teaser should not be an excerpt from the full text.

3.1.3. Events

We promote events ranging in duration from a few hours to a few months. We will need an intuitive way to input and display these events, including a calendar.

3.1.4. Privacy and Analytics

Our privacy policy dictates that no long term cookies or external analytics programs are to be used on the site. We would still like to have a general idea of new vs. returning users, the geolocation of their IP address (although not the IP address itself) and the paths they take around the site.

3.1.5. Multimedia

We require the ability for contributors who don't know html or php to embed video and audio on the site, from raw files as well as social networks like YouTube.

3.1.6. Accessibility

The Drupal portions of the website must comply with ADA Standards for Accessible Design, Section 508 Accessibility Standards, and W3C Accessibility Guidelines.

3.1.7. SEO

The site must use clean URLs. Metadata must be present site-wide and configurable by administrators. The site must also allow for custom metadata and a custom title on each node. The site must have a dynamically updating site map. The site must ping search engines when new content is added.

3.1.8. Convio Integration

Each node must have an option to add a link to an action alert or event invitation on the Convio portion of the site. Site search must include Convio portions of the site. The site should track the referring page for all donations made through Convio.

3.1.9. Multiple content types

See “Content” Section

3.1.10. Front Page item management

Administrators should be able to promote items to the front page, rearrange the order of items on the front page, and take items off the front page. The site must have separate rss feeds for news on the front page, events on the front page, and both.

3.1.11. Blogs

The site must have 2 separate blogs. Each blog will have 2-3 authors. Individual authors should not have their own blogs. We would like the ability to add more blogs in the future. The blogs must have accessible, usable archives, and rss feeds with bylines at the top and social media chicklets at the bottom. Authors should be able to easily embed multi-media content into the blog with no knowledge of html.

3.1.12. Content Entry

Authors with no knowledge of HTML should be able to enter content on the site through a WYSIWYG.

3.1.13. Tags

Authors must be able to tag content with visible tags for reader navigation, as well as hidden tags for site taxonomy. Authors should be limited to tags approved by administrators. We would like authors to have the ability to request approval of new tags.

3.1.14. Social media

We would like each news story, event, and blog post to have social media chicklets at the bottom.

3.1.15. Content Deletion

In case of a data leak, administrators must have the ability to completely remove items from our servers, and generate a 404 page where that address was, so that it can quickly be removed from search engine cache.

3.1.16. Browser Compatibility

The site should be 99% accurate in IE 7, Firefox 2 and 3, Safari for Mac and PC, and Chrome. We will also need one plain style sheet for printing.

3.2. Optional Features

Proposals including these features will get bonus points, but these features are not required.

3.2.1. Restricted content

We would like areas of the site accessible by only certain authenticated users, for us to distribute materials and information to volunteers and cooperating organizations.

3.2.2. Content Rating System

We would like readers to have the ability to “thumbs up” events, news stories, and blog posts, and a way to display content that has the highest rating.

3.2.3. Content Emailing and printing

We would like the ability for our readers to email the site content to their friends. It would be nice if the site could generate printer-friendly pages with a print prompt box.

3.2.4. Reader Profiles

Readers can take quizzes about their civil liberties stances, mark off events that they have attended and compare their ACLU participation with other readers.

3.2.5. Predictive/Corrective Search

In addition to Drupal's normal search capability, we would like the site to automatically correct users' spelling and/or predict what they are searching for on the fly before they submit the search form.

3.3. Graphic Design

See Appendix A for graphic design principles. The entire site (Drupal, Convio, and blogs) will require one cohesive design, using the same colors and style elements.

3.3.1. Theme Implementation

The proposal should include theme creation and full installation. The theme will most likely include 5-10 templates. We would prefer to choose from a couple of unique designs, and go through a couple of revisions of the chosen design.

3.4. Content Migration

The proposal should include migration of all existing content on <http://aclu-wa.org> and <http://blogs.aclu-wa.org>. A summary of this content appears in Appendix B.

3.5. User permission setup based on workflow

We will need user permissions set up for 5-10 different roles in our organizations as well as work queues for content to be edited, formatted or approved by various teams. Authors should have the ability to dictate which queues are necessary for any given piece of content. Internal tags should be used to track whether a piece of content needs to go through a queue, has gone through a queue, or has been approved to skip a queue.

3.5.1. Notification based on workflow

The site should be able to send emails to specific users when content needs to be edited, posted, etc.

3.6. Cooperation with ACLU-WA staff

ACLU-WA staff will have completed the Information Architecture including a complete wireframe for the new site by the time a contractor has been selected. We will consistently oversee the contractor. We have experience with Drupal, PHP, HTML, and CSS, so we expect to discuss the technical specifications before the project is started, and get weekly technical updates as the project progresses.

4 Content

The content on the site will include all the existing content on <http://aclu-wa.org> and <http://blogs.aclu-wa.org> as well as a section for younger folks to get html badges for their own sites and find ACLU-WA profiles on social networking sites. Content types will include events, press releases, legal documents, pages, and resource booklets. Some of these will have bodies of text associated with them, some should just link to files (like PDFs), and some should just be links to external sites. We would like to have the ability to add new content types in the future. Proposals should include a plan to prepare content for migration, and an implementation of migration and final checking and cleaning of content after it has been migrated.

4.1. Visible Filters

Depending on the outcome of the information architecture process, the site may require visible filters which allow users to view content based on content type, date, issue, and tags.

4.2. Spanish Language Integration

Some nodes will have a Spanish Language equivalent, but a majority will not. The website must have an intuitive way for monolingual Spanish speakers to locate Spanish content, and an intuitive way for monolingual English speakers to locate Spanish content for others.

4.3. PDF/HTML Duality

Some nodes (mostly legal documents and resource booklets) will have PDF and HTML versions. It should be intuitive for the user to find the format they prefer.

4.4. Code Copyright

We must have eternal unrestricted legal permission to edit, make derivatives of, and globally distribute all source code powering the site.

5 Audience

The site should appeal to young professionals in their 20s and 30s, as well as a more general audience. We have drafted specific audience profiles that must be taken into account as the site is built to make sure that several perspectives are being considered.

6 Documentation

6.1. Internal

The proposal must include detailed internal documentation for admins, writers, and editors. It must also include a style guide so that additional page elements may be created later to fit within the overall graphic design.

6.2. External

ACLU-WA will be creating a case study based on this redesign. The contractor must be willing to be interviewed, and provide a technical breakdown of how many hours were spent on each part of the project. Contractors who regularly attend industry conferences such as SxSW or NTC and would be available to speak on a panel about the case study are preferred.

7 Timeline

7.1. Proposals Due

Proposals are due February 15, 2009.

7.2. Proposal Selected

Contractors will be notified of our final decision by February 22, 2009.

7.3. Project Completed

Project Completion is tentatively scheduled for May 31, 2009.

7.4. Iterative Testing and Tweaking

To avoid conflict of interest, the site will be professionally tested by a third party for usability and accessibility. Any recommendations resulting from those tests should be implemented by June 30, 2009.

7.5. Launch

July 1, 2009

8 Selection Criteria

We will use these criteria (in no particular order) to judge all proposals we receive.

Features

- Required Features
- Optional Features

Base Cost

- Within budget
- Contractor Data Migration Hours
- Contractor Project Management
- Timeframe

Total Cost of Ownership

- Technology Infrastructure Costs
- Tech support available
- Update support available
- ACLU-WA Data Migration Effort
- Documentation

Contractor Characteristics

- Team Size
- Location and Time Zone
- Communication Plans
- Travel Costs
- Responsiveness
- Ability to collaborate with ACLU-WA staff

Contractor Alignment with Core Values

- Diversity
- WA State Experience

- Organizational Policies
- Nonprofit Status

Portfolio

- Quality
- Nonprofit Experience
- Open Source (extra points for Drupal)
- Accessibility
- eAdvocacy Integration Experience (extra points for Convio)

Referrals

- TCO
- Scope Creep
- Flexibility
- Long-term Relationship
- Upgrade experiences
- Data migration experiences
- Timeliness

Technology Elements

- Clean commented customizable code (php and css)
- Customizations are made available to public as modules
- Developed on an available remote server
- Proposed development and production strategy

9 Submission Guidelines

Please send your proposal and any questions to RFP@aclu-wa.org by February 15, 2009. We do not accept phone calls or in-person visits.

The ACLU of Washington reserves the right to reject any and all proposals, accept any proposal, request additional proposals, change RPF procedures, or cancel or postpone or significantly alter the project. All costs associated with the preparation and presentation of the proposal will be borne by the respondents. Proposals will be considered final as submitted and may not be altered unless requested by the ACLU of Washington.

Proposals should be accompanied by two references, preferably nonprofits, that can speak to similar projects in scale and scope. Any respondent selected by ACLU of Washington to work on this project will be required to enter into an agreement with the ACLU of Washington formalizing the terms of service.

Please provide detailed information on fees and compensation for completion of audit services including; contractor's billing process, hourly rate by classification, and any expenses.

ACLU of Washington may, at its discretion, request presentations or further information by any or all of the contractors to clarify the contractor's proposal. Please submit proposals in the most favorable terms, from both technical and price standpoints, which the contractor can propose.

Respondents to this RFP will be notified by email of the results of this process by February 22, 2009.

If you have any questions or would like further clarification of any aspect of this request for proposal, please contact us at RFP@aclu-wa.org. We look forward to receiving your proposal.

Appendix A – Graphic Design Principles

- Overall aesthetic appeals to people in their 20s and 30s
- Plenty of blank space integrated into the design, so that it doesn't look crunched
- Front page of site has one large focal point (usually an image, possibly a video or slideshow occasionally)
- Secondary items featured on the front page are fresh content with smaller images
- Site has 5-7 major areas
- Each area of the site has a unique framing color so it's easy to tell at a glance which section you are in
- Each area of the site has several subareas which users see after clicking through
- Events are above the fold on the front page
- Join/Donate, search box, and main site areas are above the fold on every page
- The site must maintain ACLU brand integrity

Appendix B – Current Content Types

Content Library (728 items)

- *Document Type (populated from the Document Type content type)
 - ACLU Letter (31 items)
 - Brief (50 items)
 - Case Overview (23 items)
 - Complaint (7 items)
 - Court Decision (12 items)
 - Event (121 items, but migration is unnecessary)
 - Exhibit (3 items)
 - Group (20 items)
 - Legislative Link (5 items)
 - Legislative Priority (8 items)
 - Multimedia (6 items)
 - Opinion and Commentary (9 items)
 - Other (59 items)
 - Press Release (288 items)
 - Publication (86 items)
- *Date
- *Title
- *Link, File, or HTML Body (Files populate “File” Content Type)
- *Publication Status
 - Publish
 - Awaiting Review
 - Don’t Publish
 - Archive
- *Homepage Promotion
 - On the homepage
 - Not on the homepage
- Issue and Subissue (populated from “Issue” and “Subissue” content types)
- Associated Court Case (populated from “Case Names” content type)
- Chapter or Club Associations (populated from “Group” document type)
- Related Links
- Teaser
- 100 pixel-wide picture (populates “Image” Content Type)
- Weight

Issues (16 items)

- *Title
- *Weight
- *Publication Status
 - Visible
 - Hidden
- Description

Subissues (72 items)

- *Title
- *Issue (populated from Issue content type)
- *Weight
- *Publication Status
 - Visible
 - Hidden
- Order of documents (populated from Content Library)

Document Types (15 items)

- *Title
- *Weight
- *Publication Status
 - Visible
 - Hidden

Case Names (39 items)

- *Title
- *Weight
- *Publication Status
 - Visible
 - Hidden

Sidebar Contexts (112 items)

- *Title
- *Section (restricted to parent navigational tabs)
- Subsection (restricted to child navigational tabs)
- Page

Sidebar Groups (4 items)

- *Title
- CSS
- HTML before block
- HTML before each block item
- HTML after block
- Weight
- Expiration Date
- *Publication Status
 - Visible
 - Hidden

Sidebar Items (22 items)

- *Title
- Contexts (populated from "Sidebar Contexts" content type)
- *Group (populated from "Sidebar Groups" content type)

CSS
HTML Body
Weight
*Publication Status
Visible
Hidden
Expiration Date

Images (288 items)
*Image File (populated by "Content Library")

Files (245 items)
*File (populated by "Content Library")

*indicates a required field

Appendix C – Site User Agreement

Welcome to the general website ("ACLU of Washington Site") for the American Civil Liberties Union of Washington and the American Civil Liberties Union of Washington Foundation (collectively, "ACLU of Washington"). The ACLU of Washington Site is the website whose home page is located at www.aclu-wa.org and includes all web pages whose domain name contains the following: www.aclu-wa.org and some pages of secure.aclu.org where a link to this privacy statement exists. The ACLU of Washington also operates other websites that don't contain these domain names, such as www.MarijuanaConversation.org. This User Agreement does not apply to those websites (unless those websites specifically link to this User Agreement) and the terms of the user agreements for those other ACLU of Washington websites may differ from the terms of this User Agreement. Additionally, this is not the user agreement for any blogs, forums or social networking sites where ACLU of Washington has a presence that are on websites other than the ACLU of Washington Site. This is not the user agreement for the websites of the national operations of the ACLU, The American Civil Liberties Union or the American Civil Liberties Union Foundation ("ACLU National") or for any ACLU local affiliates other than ACLU of Washington, and you should refer to the user agreement on those organizations' websites or contact those organizations to learn those websites' terms of use. Please read this User Agreement carefully, including the [ACLU of Washington Online Privacy Statement](#). By using the ACLU of Washington Site, you agree to follow the rules set forth on these web pages. From time to time we may revise this User Agreement including its Online Privacy Statement, so be sure to check these web pages occasionally. If we do make material changes, we will post a notice on our home page that the User Agreement has been modified and provide a link to the revised User Agreement. When you continue to use the ACLU of Washington Site after we post a change, it means you agree to the new rules.

The American Civil Liberties Union of Washington and the American Civil Liberties Union of Washington Foundation

The American Civil Liberties Union of Washington and the American Civil Liberties Union of Washington Foundation are separate organizations that are each engaged in the same mission of defending the rights guaranteed under the U.S. Constitution, including First Amendment freedoms, equality, privacy rights and fundamental fairness. [Learn more about the distinction between these two components of the ACLU.](#)

Online Privacy Statement & Information You Voluntarily Submit to the ACLU of Washington Site

Please review our [Online Privacy Statement](#), which is part of this User Agreement and describes how we handle any personally identifying information

about ACLU of Washington Site users, including information you voluntarily submit to the ACLU of Washington Site. By providing such information, you hereby acknowledge and agree to ACLU of Washington's treatment of such information as described in the Online Privacy Statement.

Copyright

The ACLU of Washington owns or licenses the copyright in all the materials on the ACLU of Washington Site, including text, graphics, logos, button icons, audio clips, photographs, and software, and those rights are protected by United States and international copyright laws and other intellectual property laws ("ACLU of Washington Site Content"). To the extent your use of material on the ACLU of Washington Site does not constitute "fair use" for which you do not need our permission, the following rules apply to use of the material:

Permitted Distribution. Unless the specific web page from which ACLU of Washington text materials is available indicates you may not do so, you may copy or distribute any text materials that appear on the ACLU of Washington Site in print or digital format only and only for the following non-commercial purposes: research, teaching, private study, and activism within a local geographic area regarding civil liberties issues. You may also distribute ACLU of Washington Content that is not ACLU of Washington text materials if and only to the extent that the specific launching page from which that ACLU of Washington Content is accessible, and/or the ACLU of Washington Content itself, explicitly indicates that the ACLU of Washington Content may be distributed in a specified manner. Unless explicitly stated otherwise, all distributed copies must display the following copyright notice:

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Distribution Requiring Advance Written Permission. You must obtain written permission in advance if you wish to reproduce ACLU of Washington Content that is not text material (e.g., videos, drawings, photographs, podcasts, etc.) or if you wish to reproduce any ACLU of Washington Content for any reason not listed in the previous paragraph. You can request this permission by sending us a fax at (206) 624-2190 or an email at reception@aclu-wa.org that contains the information listed below:

- a complete description of the ACLU of Washington Content requested, such as the URL of the web page that contains the ACLU of Washington Content, a description of the sections or paragraphs that will be distributed, and, where applicable, the title and date of the ACLU of Washington Content;

- a description of the intended audience;
- a description of the manner of distribution;
- the length, retail price, and approximate size of first printing or circulation that will include the ACLU of Washington Content;
- a description of the geographic scope of the distribution and the length of time for which rights are being requested. (Please note that the ACLU of Washington grants only nonexclusive rights);
- a reply fax number or email address and a phone number.

Information You Post to the ACLU of Washington Site

To the extent you voluntarily post material to the ACLU of Washington Site for display on the ACLU of Washington Site itself (e.g., postings and comments to ACLU blogs and forums), you automatically grant to ACLU of Washington and ACLU National an irrevocable, perpetual worldwide license for the ACLU of Washington to display such material on the ACLU of Washington Site, except to the extent we have indicated otherwise on the portion of the ACLU of Washington Site that permits you to post such information (e.g., if a particular blog or forum on the ACLU of Washington Site posts any specific terms of use that applies to that particular blog or forum). Additionally, unless otherwise explicitly agreed upon in writing by you and ACLU of Washington, by posting any material to the ACLU of Washington Site for display on the ACLU of Washington Site, you are representing, warranting and covenanting to the ACLU of Washington and to ACLU National that those materials are original to you or you have obtained permissions, releases, rights or licenses, if any are required (including where use of that material does not constitute "fair use"), that you assume full responsibility for the posting of such material vis-à-vis third parties, including but not limited to make any payments to third parties with respect to displaying such third party material. By posting material for display on a portion of the ACLU of Washington Site that contains specific terms of use applicable to that portion of the ACLU of Washington Site, you agree you have read, understand, agree to and accept such specific terms of use.

Trademark

All ACLU-related trademarks on the ACLU of Washington Site (collectively "ACLU Trademarks") are registered trademarks in the United States and other countries. To the extent your use of ACLU Trademarks does not constitute "fair use" for which you do not need our permission, the following rules apply to use of the material:

You may not use the ACLU Trademarks for any product or service that does not belong to the ACLU, nor in any manner that is likely to cause confusion about whether we are the source, affiliated with, sponsor of or endorser of any product or service. In addition, you may not use the ACLU Trademarks in any manner that illegally disparages or discredits us.

At times, the trademark of a third party (such as a coalition partner) will appear on the ACLU of Washington Site ("Third-Party Trademarks"). Your ability to use a Third-Party Trademark that appears on the ACLU of Washington Site is limited to the manner, if any, in which the ACLU of Washington Site explicitly states on the page on which such Third-Party Trademark appears that such use in such manner is authorized by the third-party owner of that Third-Party Trademark (unless your use is permissible under the law (e.g., it is "fair use") or the owner of such Third-Party Trademark has specifically granted you the right to such use in such manner).

Frames and Metatags

You may not frame the content of the ACLU of Washington Site. You may not use metatags or any other "hidden text" that incorporates ACLU or the ACLU of Washington Trademarks or our, our local affiliates' or ACLU National's name without our express written consent.

Links to Other Websites

The ACLU of Washington Site contains links to other websites that we think may be of interest to you. We are not responsible for and have no control over these other sites or their content. Remember that when you link to another site, that other site is governed by its own user agreement and privacy statement, which you should be sure to read.

Disclaimers and Limitation of Liability

ALTHOUGH WE TAKE REASONABLE STEPS TO PREVENT THE INTRODUCTION OF VIRUSES, WORMS, "TROJAN HORSES" OR OTHER DESTRUCTIVE MATERIALS TO THE ACLU OF WASHINGTON SITE, WE DO NOT GUARANTEE OR WARRANT THAT THE ACLU SITE OR MATERIALS THAT MAY BE DOWNLOADED FROM THE ACLU SITE ARE FREE FROM SUCH DESTRUCTIVE FEATURES. WE ARE NOT LIABLE FOR ANY DAMAGES OR HARM ATTRIBUTABLE TO SUCH FEATURES.

WE ARE NOT LIABLE FOR ANY CLAIM, LOSS OR INJURY BASED ON ERRORS, OMISSIONS, INTERRUPTIONS OR OTHER INACCURACIES IN THE ACLU OF WASHINGTON SITE, NOR FOR ANY CLAIM, LOSS OR INJURY THAT RESULTS FROM YOUR USE OF THE ACLU OF WASHINGTON SITE OR YOUR BREACH OF ANY PROVISION OF THIS USER AGREEMENT.

Termination

We reserve the right to terminate the ACLU of Washington Site and this User Agreement at any time without notice for any reason, including, in the case of the User Agreement, for your violation of any of its provisions. The Limitation of

Liability and Governing Law Sections of this User Agreement survive any such termination.

Governing Law

This User Agreement is governed by the laws of the State of Washington applicable to contracts made and performed there without regard to its conflicts of law principles. You agree to submit to the exclusive jurisdiction of the state and federal courts in the State of Washington and County of King and waive any jurisdictional, venue or inconvenient forum objections to such courts.

Appendix D – Online Privacy Statement

The American Civil Liberties Union of Washington and the American Civil Liberties Union of Washington Foundation (collectively, "ACLU of Washington") has a long history of being at the forefront of protecting individual privacy, and we are particularly committed to protecting the personal information that you provide and entrust to us when using the ACLU of Washington's websites. This online privacy statement (the "Privacy Statement") describes how we treat all user data collected by the ACLU of Washington during your visit to the ACLU of Washington Site, both technical data that is automatically collected and voluntarily submitted data. (The ACLU of Washington is comprised of the American Civil Liberties Union of Washington and the American Civil Liberties Union of Washington Foundation. [Learn more about the distinction between these two components of the ACLU.](#))

For purposes of this Privacy Statement, the "ACLU of Washington Site" is the website whose home page is www.aclu-wa.org, and includes all web pages whose domain name contains the following: www.aclu-wa.org and some pages of secure.aclu.org where a link to this privacy statement exists. The ACLU of Washington also operates other websites that don't contain these domain names, such as www.MarijuanaConversation.org. This Privacy Statement does not apply to those websites (unless those websites specifically link to this Privacy Statement) and the terms of the privacy statements for those other ACLU of Washington websites may differ from the terms of this Privacy Statement. Additionally, this is not the privacy statement for any blogs, forums or social networking sites where ACLU of Washington has a presence that are on websites other than the ACLU of Washington Site. Further, this is not the privacy statement for the websites of the national operations of the ACLU, The American Civil Liberties Union or the American Civil Liberties Union Foundation ("ACLU National") or for any ACLU local affiliates other than ACLU of Washington, and you should refer to the privacy statements on those organizations' websites or contact those organizations to learn the manner in which they treat information you provide to them through their websites' (or provide to them in any manner other than through the ACLU of Washington Site).

The ACLU of Washington may occasionally update this Statement. We will post any changes on this web page, so be sure to check back periodically. If we do make material changes, we will post a notice on our home page that the Privacy Statement has been modified and provide a link to the revised Privacy Statement. Any information that you submit after a change has been posted will be subject to the new provisions.

User Data We Collect

We collect two types of user data: (1) technical data that is automatically collected from all visitors to the ACLU of Washington Site ("Automatically Collected Data"); and (2) data that you voluntarily submit to us (described below under "Voluntarily Submitted Data").

Automatically Collected Data. We automatically collect Internet Protocol ("IP") addresses and domain names of the originating visitor's computer on our server and may know some information you have previously provided through cookies. (See the section on Cookies below for more information.) We also track the number and frequency of hits per page by IP addresses, but we do not associate any individual IP address with any other personally identifying information except to detect security intrusions or certain unlawful activity.

In addition, if you come to the ACLU of Washington Site from a website link, we may also identify the source of that link, so that we can evaluate what content is persuading web users to become involved in the ACLU of Washington's work.

Voluntarily Submitted Data. We may collect Voluntarily Submitted Data, including personal data, that you voluntarily provide, such as your name and postal address, phone number, e-mail address, and similar information, when you participate in certain activities on the ACLU of Washington Site, including (but not limited to) when you:

- join or renew your membership to the ACLU of Washington;
- make an additional contribution to support the ACLU of Washington;
- sign up for our ACLU of Washington e-mail network;
- send correspondence to your government representative, to a friend or to other targeted representatives through the ACLU of Washington Site;
- order items from the ACLU of Washington store;
- register for our message board;
- register online for an event;
- complete one of our online petitions, complaint forms or surveys; or
- participate in any activity that requires your Voluntarily Submitted Data.

Cookies

We collect some data through the use of cookies. Cookies are alphanumeric identifiers that are transferred either to your computer's hard drive ("Long-term Cookies") or temporarily to your computer's Random Access Memory ("Session Cookies").

We use Long-term Cookies only when you select a "remember" option on the ACLU of Washington Site, for example the "remember my login" option offered when you log on to the ACLU of Washington Site, or the "remember me" option offered on a "take action" page. If you select these options, a Long-term Cookie will be stored on your computer's hard drive solely for the purpose of

automatically filling in the remembered information, for example, automatically filling in your password when you log in to the ACLU of Washington Site or your postal address when you write a letter to your representative. These "remember" options are offered only for your convenience and are completely voluntary. If you do not select a "remember" option, no Long-Term Cookie will be stored on your computer's hard drive.

We use Session Cookies whenever you visit the ACLU of Washington Site to run the Site's interactive applications, such as the shopping cart. Session Cookies last only as long as your session on the ACLU of Washington Site. They expire when the session ends and are not written onto your computer's hard drive. We also use Session Cookies in e-mails containing the HTML-format. If you select "text-only" format preference, emails sent to you will not contain any Session Cookies.

How We Use The Data We Collect

In addition to the uses described above, we use Automatically Collected Data to identify the source of user traffic (for example, umich.edu, or aol.com), but we do not tie this information to individual users in our database. We use data on which sections of the ACLU of Washington site are most visited, so that we can evaluate the popularity of our different web pages and continue to improve the ACLU of Washington Site. We do not link any Automatically Collected Data with the Voluntarily Submitted Data you provide to us except to detect security intrusions or certain unlawful activity.

We use your Voluntarily Submitted Data for various purposes:

- To fulfill the request for which you specifically provided the data, including sharing the data with its intended recipient (e.g., delivering a petition you sign or a letter you wish to send to the recipient of the petition or letter);
- To periodically communicate with you concerning ACLU of Washington matters, such as delivering to you information and updates on our activities and action alerts, if you have not opted out of receiving such information and updates;
- To indicate you as the author of any comment you post, including on any ACLU of Washington Site blog or forum, when you opt to identify yourself as the author or when posting such comment requires such identification, and to display any personally identifying or other information you voluntarily include in such comments;
- To personalize the content that you see based on the activities and products that you have selected on the ACLU of Washington Site;
- To allow you to set and change user preferences;
- To allow you to renew your membership in the ACLU of Washington;

- To offer you other ways to support the ACLU of Washington, including solicitations for additional contributions if you have not opted out of receiving such communications;
- To confirm your contribution to the ACLU of Washington;
- To confirm your registration to an ACLU of Washington event;
- To confirm a purchase; and
- To follow up with you with an email specific to an activity you have participated in or intend to participate in.

If your Voluntarily Submitted Data includes a U.S. zip code or state and you are a member, donor or subscriber to ACLU of Washington information, unless you choose otherwise (see Your Ability to Choose below), we may also share your Voluntarily Submitted Data with ACLU National, who may use that information for any purpose for which we may use that information as described in this Privacy Statement and, if you are a member, donor or subscriber to ACLU of Washington and you list as your address a U.S. address that is within the geographic region of another local ACLU affiliate, we may share your information with that local affiliate who may use that information to:

- To periodically communicate with you concerning local affiliate matters, such as delivering information and updates on the local affiliate's activities, action alerts concerning local matters and invitations to local events, if you have not opted out of receiving that information;
- To confirm your registration to an event;
- To follow up with you with an email specific to an activity you have participated in or intend to participate in; and
- To offer you other ways to support the ACLU, including solicitations for additional contributions, if you have not opted out of receiving such communications.

The ACLU of Washington Site is hosted by servers in the United States. Accordingly, if you are located outside of the United States, the Voluntarily Submitted Data you provide to us will be transferred to the United States. By submitting your Voluntarily Submitted Data, you consent to its transfer and storage in the United States and its use in accordance with the purposes for which it was originally collected (see below regarding third-party sharing of Voluntarily Submitted Data from non-U.S. residents).

If you are a U.S. resident, we may also from time to time combine your Voluntarily Submitted Data with some publicly available data collected from third parties to improve our services to you and for our own internal marketing, communications, and fundraising purposes.

Third Parties

Third Party Sharing

We share your Voluntarily Submitted Data with third-party service providers who fulfill your orders or transactions, contact you on our behalf, or facilitate some other aspect of the ACLU of Washington Site activities, services or products, including those third-party service providers we use to assist us in our own fundraising and communications efforts and that collect Voluntarily Submitted Data on behalf of the ACLU of Washington for the ACLU of Washington to use as described above. These service providers have access to your Voluntarily Submitted Data solely for the purpose of providing these services to us on our behalf, and they are contractually prohibited from sharing your Voluntarily Submitted Data with any third parties (other than subcontractors assisting them in their providing these services to us and who also are contractually prohibited from sharing our Voluntarily Submitted Data with any other third parties). Please note that we do not share data from non-U.S. residents with any other third parties (except where required by law, see below), even if a non-U.S. resident has subsequently authorized such use, for example, by checking an opt-in request.

We may also share the Voluntarily Submitted Data of members and donors who are U.S. residents with other non-profit organizations and publications ("Sharing Organizations"), but never to any partisan political groups or to groups whose programs are incompatible with ACLU of Washington policies. We never give your Voluntarily Submitted Data directly to the Sharing Organizations; instead we send the list to a third-party service provider that prepares the mailing for the Sharing Organization (and that is contractually bound to use your Voluntarily Submitted Data only for this purpose and not to share it with any third parties other than subcontractors assisting them in their providing these services to us and who also are contractually prohibited from sharing our Voluntarily Submitted Data with any other third parties). The Sharing Organizations never see our list and never know what names are on it unless you respond to the Sharing Organizations' mailing. Exchanging lists can enable the ACLU of Washington to expand our membership base. However, if you have signed up as a member or donor on the ACLU of Washington Site, you can choose to opt out of having your data shared. To learn more, read the section on "Your Ability to Choose" below.

Finally, we may disclose and use Voluntarily Submitted Data regardless of where you reside in special circumstances when it is necessary to enforce our User Agreement or this Privacy Statement, or when we, under what we hope to be extraordinary and infrequent circumstances, in good faith, truly believe that the law requires us to disclose your Voluntarily Submitted Data to third parties.

Except as described in this Privacy Statement, we will not share your Voluntarily Submitted Data with any third party unless we first notify you and offer you an appropriate choice to consent to such further use, for example, through an opt-out or opt-in request.

Third-Party Functionality

As discussed in the preceding section, to support certain functions carried out on the ACLU of Washington Site, the ACLU of Washington uses third-party service providers. In limited instances with respect to specific optional functions on the ACLU of Washington Site, those third parties may have data collection, use or security procedures that differ from the practices outlined in this Privacy Statement and that may impact users of those optional functions. For example, a third-party service provider may support a specific web tool on the ACLU of Washington site, such as a web game, that appears within the ACLU of Washington Site, even though that tool is actually on the website of the third-party service provider. Any time a third-party service provider's data collection, use or security practices differs from the data collection/use practices described in this Statement in a manner that would impact users of the ACLU of Washington Site, we will either describe on the pages of the ACLU of Washington Site where such optional functions appear the specific data collection, use or security practices of such third-party service provider that would apply if you elect to use those optional functions or we will provide a link to that third-party service provider's privacy policy.

Coalitions

In furtherance of its mission, the ACLU of Washington forms, works with and joins Coalitions of organizations and individuals collectively working on issues related to the ACLU of Washington's mission ("Coalitions"). The ACLU of Washington does not share Voluntarily Submitted Data you submit to the ACLU of Washington Site with those Coalitions unless you have opted in to doing so, including by submitting Voluntarily Submitted Data to the Coalition through the ACLU of Washington Site or by taking an action on the ACLU of Washington Site that is specifically designated as an action of the Coalition (unless it states on the website page where you take such action that Voluntarily Submitted Data will not be shared with the Coalition). Once you have opted in to doing so (or have voluntarily submitted information to a Coalition in any manner other than through the ACLU of Washington Site), that information is information you are submitting to the Coalition itself. Unless specifically stated otherwise on the ACLU of Washington Site with respect to a Coalition action or a collection mechanism for a Coalition, this Privacy Statement does not address the treatment of personal information, including Voluntarily Submitted Data, that is submitted to a Coalition. Please contact the Coalition or review the privacy statement on the Coalition's website, if it has one, to learn about the treatment of the information you provide to a Coalition.

Your Ability to Choose

When you provide us with your Voluntarily Submitted Data on the ACLU of Washington Site, you can let us know that you do not wish to receive our email communications by un-checking or not checking the subscription request box on the form you are completing, by un-checking or not checking the subscription

request box on our User Preference Page, by unsubscribing from further email communications of a specific type following receipt of an email of that type, or by contacting us via postal mail sent to 705 2nd Avenue, 3rd Fl., Seattle, WA 98104.

You can opt out of having your Voluntarily Submitted Data shared with Sharing Organizations on the online form you are filling out or thereafter by emailing us through our [web contact form](#) or by contacting us via postal mail sent to 705 2nd Avenue, 3rd Fl., Seattle, WA 98104.

Again, please remember that if you are a non-U.S. resident, we will not use your Voluntarily Submitted Data for any purpose other than the one for which it was originally collected regardless of whether you check or un-check a box.

Children

We do not knowingly collect information from children under the age of 13.

Security

The Voluntarily Submitted Data we collect about you is stored on a secure, password protected server and only authorized personnel have access to your information. We use industry-standard encryption technologies with respect to the receipt and transfer of Voluntarily Submitted Data you submit to us on the ACLU of Washington Site and only authorized personnel have access to your information. Nevertheless, despite our best efforts, no transmission over the Internet and no data storage method can be guaranteed to be 100% secure.

Updating Your Data

To update your Voluntarily Submitted Data or to make corrections, you can do so by using our [User Preference Page](#), or by sending us the update via postal mail sent to 705 2nd Avenue, 3rd Fl., Seattle, WA 98104.

Comments and Questions

If you have any questions, comments or concerns about this Privacy Statement or our data collection practices or to request that we delete your Voluntarily Submitted Data, you can email us through our [web contact form](#), or send us your questions or comments via postal mail sent to 705 2nd Avenue, 3rd Fl., Seattle, WA 98104.