Policy on the Protection of AUA Donors' Privacy and Communication
Effective as of: 08.29.2025

American University of Armenia
Policy for Publication
Policy Number: GEN20250008

The American University of Armenia's Development Office is committed to protecting the privacy of its donors and ensuring a transparent and respectful communication experience. This policy explains how we collect, use, and protect their information when they engage with us, including through text messaging (SMS, WhatsApp, etc.).

Information We Collect

We may collect the following types of information:

- **Engagement History** such as event attendance, donations, and communication preferences
- **Contact Information** such as name, phone number, and email address
- **Text Messaging Consent** as required for SMS and other text messaging communications

Use of Text Messaging Communications

With their prior consent, we may use text messages to:

- Provide updates or logistical information regarding events
- Send invitations to university events
- Confirm RSVPs or participation details
- Share thank-you messages or donor impact stories

We will never use text messages for solicitation purposes or share the donors' number with third parties for marketing.

Consent to Receive Text Messages

By opting in or providing the donors' mobile number to the Development Office, they consent to receive text messages from us regarding university-related events, updates, and engagement opportunities. Message and data rates may apply depending on their mobile carrier.

The donors may opt out of text communications at any time by replying **STOP** to any message. They may also reply **HELP** for more information.

Data Protection and Security

We implement industry-standard safeguards to protect our donors' personal information. We do not sell, rent, or trade their personal data to third parties.

Text communications are managed in compliance with the Telephone Consumer Protection Act (TCPA), CAN-SPAM, and RingCentral's Acceptable Use Policy.

Changes to This Policy

We may update this policy from time to time. Any changes will be posted on this page with an updated effective date.

Contact Us

If our donors have any questions about this policy or their communication preferences, please contact us at:

American University of Armenia Development Office
Email: development@aua.am
Phone: (510) 925-4282
Mailing Address: 117 S. Louise Street, Suite 310, Glendale, CA 91205

Related Documents

Communication with the AUAC and AUAF Boards of Trustees and the University Donors