

# CECP Data Sharing Policy

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## Summary

- The CECP corporate community agrees to operate under a principle of mutual advancement. Company-specific information should be used internally only, and under no circumstances used in a public or defamatory manner.
  - CECP data is company-reported, therefore participating companies must ensure that their data is complete, accurate, and conforms to the guidelines published in the CECP Valuation Guide.
  - Usernames and passwords are to be kept confidential and are not to be shared. While discouraged, companies may extend temporary access to third-party consultants provided that those individuals agree to use the data solely in the service of the company.
  - Participating companies agree to have their giving information included in all aggregate, industry, classification, and peer group totals. CECP agrees to only allow benchmarking in a manner that preserves confidentiality.
  - CECP may distribute high-level findings, but is not permitted to publish any information associating a company with a particular data finding.
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## Overview

Participation in the annual survey is optional. By electing to supply data to the survey, CECP companies are entitled to unlimited access to the information available in the online system. All participating companies must also abide by the data-sharing limitations agreed upon by the system's user community. The rights and guidelines of participation are outlined below.

## Groups with Access

Access to the online system requires a password. Only individuals at CECP companies agreeing to this policy and that supplied data to the system are given access by the staff at CECP.

No employees of government organizations, academic institutions, vendors in the corporate philanthropy industry, or members of the media may access the online system. Further, CECP companies that do not supply data will not be granted system access. System login information may not be given to individuals outside of the immediate CECP corporate community.

## Self-Reported Data

Data supplied to the CECP survey is self-reported. Data points that are public information (such as revenue and number of employees) are inputted by CECP staff. However, the majority of data entered into the system cannot be confirmed. Therefore, it is the responsibility of companies supplying data to ensure the accuracy of their responses. As it is critical that all survey questions be answered consistently across companies, it is incumbent upon CECP to provide training materials and the duty of participating companies to provide honest and complete data, and to seek clarification from CECP as needed.

## Sharing Survey Responses

Sharing means a company's responses will be shown in the MyCECP online system and for customized benchmarking requests. This is only accessed by the CECP corporate community. The first question of the survey allows companies to either share all survey question responses or to indicate their preference to share question by question. If selecting the latter, participants must indicate at the end of each survey question whether they are willing to share their company's response to that question. Companies may change their designations at any time by contacting CECP. Sharing is encouraged.

Regardless of a company's willingness to share each survey question, every company participating in the survey agrees to have its company's giving information included in all totals (aggregate, industry, classification, and peer group). CECP agrees to only allow benchmarking in a manner that preserves the confidentiality of every company's data.

#### Viewing Reports

While the online system is designed to protect the data confidentiality of participating companies, it is also designed to allow companies to share any data points that they wish. When viewing the survey responses of another company, companies agree to use that information for internal purposes only. Data supplied by other companies is not to be shared with the media or published in outward-facing documents. The spirit behind data sharing with the system is mutual advancement and learning. Under no circumstances is the information provided by a company to be used publicly or disparagingly.

#### Published Research Reports

CECP will publish an annual report which contains expert data analysis and is intended to surface year-over-year and industry trends. Printed and/or electronic copies of this document are made available to companies as a benefit of participation.

As a service to the field at large, CECP will occasionally distribute high-level findings from the data.

CECP will not publish information that would associate a company with a particular data finding.