



## UNDERSTANDING DATA PRIVACY WITH UPVOTE

### *How to explain Contact Match and contact sharing with confidence*

**Overview:** UpVote is the premier platform for data-driven relational organizing. Our peer-to-peer voter contact app and volunteer management CRM help grassroots campaigns mobilize voters through trusted relationships, not cold calls. On the backend, your team can see outreach metrics and voter turnout in one clear dashboard, building actionable data you can use now and in future elections.

**Why It Works:** The first step in relational organizing is simple, know which of your friends can vote in your district so you can reach the people you are most likely to persuade. Friends listen to friends, and that is why campaigns using UpVote often see more than 2x turnout among targeted voters.

**Contact Match & Privacy:** UpVote's Contact Match helps volunteers discover which of their contacts are registered voters. The app compares a volunteer's phone contacts to your campaign's voter database and suggests likely matches. Volunteers hand-select which contacts to save. Contacts not saved remain private on their device. To use Contact Match, the volunteer enables "share all contacts" for the UpVote app in phone settings.

**Flexible Participation:** It is completely fine if some volunteers prefer not to enable contact sharing. They can still participate by manually searching the voter database by name, phone, or address, then save voters to their Outreach List one at a time.

## TWO WAYS VOLUNTEERS CAN PARTICIPATE

### NO CONTACT SHARING

- Skip Contact Match
- Tap the Menu button on the bottom left of your screen
- Go to: Add Contact
- Search the campaign's voter database by name, phone, or address to add a voter
- Add the voters you want to personally reach out to

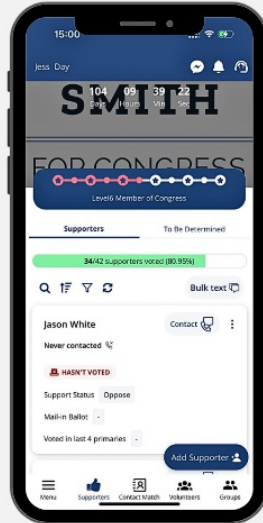
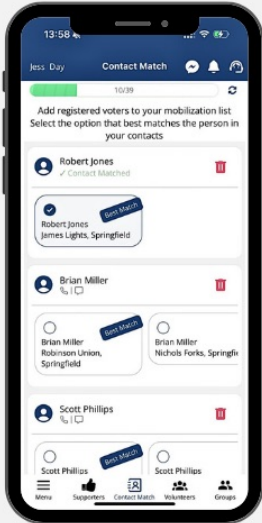
### CONTACT SHARING

- Enable access to all contacts in phone settings
- Run Contact Match on the app
- UpVote scans contacts and suggests potential matches
- The volunteer selects which contacts to match and save
- Contacts not saved stay private only on your device

**Data ownership, plain and simple:** Volunteers and staff share information with the campaign, not with UpVote. UpVote does not collect, sell, or use data for anything beyond operating the app for this campaign. The campaign solely owns and controls the data, and campaign admins can export or delete it at any time, including honoring a volunteer's request to remove their data during or after the election. To view our full [privacy policy](http://www.up-vote.org/privacy-policy), visit [www.up-vote.org](http://www.up-vote.org).



## WHAT THE CAMPAIGN CAN SEE VS. NEVER SEES



### The campaign can see:

Contacts a volunteer chooses to match.  
High-level metrics like total messages sent.

### The campaign never sees:

A volunteer's full contact list.  
Contacts a volunteer didn't match or save.

In short, the information on the Contact Match page of the app is private while the information on the Outreach page is visible to campaign admins.

## HELPFUL TALKING POINTS TO SHARE WITH VOLUNTEERS

### Give your volunteers both options and let them choose their own path

The first option is to sync contacts and use Contact Match. The app shows possible voter matches on your phone and you choose who to save. Anything not saved stays private on your device. Prefer not to sync contacts? The second option is to manually search the campaign voter database by name, phone, or address for the friends you want to mobilize. Then add those voters for future outreach.

### Explain why Contact Match benefits volunteers

Contact Match is designed for your convenience. It lets you find the voters you already know in seconds so you can message them quickly and easily. It's faster than searching one by one, and you still control what gets saved in UpVote.

### Responses to common objections

**"I do not want to upload my entire contact list."**

You are not uploading it. The app scans locally and only saves contacts you choose to match for future outreach.

**"Can I help without syncing my phone?"**

Yes! Skip Contact Match and use Menu → Add Contact to manually search the voter database by name, phone, or address.

**"Who owns this data?"**

The campaign solely owns the data. They control access and can delete your data after the race if you request. UpVote does not collect, sell, or use data for anything beyond operating the app for this campaign.