

EMAIL PROTOCOL 2016

Note: The email distributor is not responsible for writing email content.

Guidelines

No commercial emails from businesses

No emails on controversial issues

No emails on polls regarding controversial issues

No emails regarding television shows unless directly related to the ENC

Volunteer Request Emails

Emails requesting volunteers may be sent on behalf of the EALT & NA. No requests outside of Edmonton should be considered unless it is direct interest or a possibility that members may participate.

REQUESTS to promote: adopted 2013 It is club policy not to allow individuals, companies, groups or societies to promote, sell or distribute literature, goods, services, events, products or materials, unless at the invitation of the ENC. Such invitations to be approved by the Executive Directors.

2014 anti-spam legislation: <http://www.crtc.gc.ca/eng/com500/info.htm>

Existing Non-Business Relationship - Membership

- You may rely on the existing non-business relationship to imply consent, to members of an association, club or voluntary organization, however, you must still meet the information requirements and add an unsubscribe mechanism to your CEMs.
- You should ensure that you are only sending to members.
- "Membership" means the status of having been accepted as a member of a club, association or voluntary organization in accordance with its membership requirements.
- You should also ensure that your association falls within the following:
 - a club, association, or voluntary organization is a non-profit organization
 - organized and operated exclusively for social welfare, civic improvement, pleasure or recreation or for any purpose other than personal profit
 - no part of its income is payable for the personal benefit of any member unless the member is an organization whose primary purpose is the promotion of amateur athletics in Canada.