



Electronic Communications

The Board of Governors of the Lake Champlain Yacht Club has found that electronic communications (via e-mail, text, or other means) is a beneficial way of communicating club related information in a convenient, efficient and effective manner to our membership.

Privacy Policy

Regarding electronic communications, the Board of Governors of the Lake Champlain Yacht Club will not sell, rent, or make available to any third party our membership list, or our membership e-mail addresses.

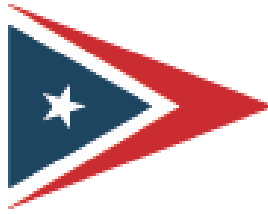
Use of Mass Communications, a/k/a "Email Blast" Policy

The Board of Governors is sensitive to ongoing use of electronic communications in today's society, and as such seeks to maintain relevancy of our mass communication techniques and optimize the use of our electronic message delivery system.

Therefore the board has therefore adopted the following policy:

- 1) LCYC mass communications are reserved for LCYC-related activities only that are of interest to the membership at large. The exception is if our membership needs to be informed about an emergency situation that may or may not be specific to LCYC.
- 2) Requests for mass communications should be funneled through the respective committee chair. The committee chair will then communicate the request to for an e-mail blast to the Communications Director.
- 3) If a communication only applies to a small, specific segment of the LCYC membership, committee chairs should make an effort to find a way to communicate that through a more targeted approach—such as through individual emails.
- 4) The website manager, database manager or membership chair might be able to provide the required email lists.
- 5) Requests to post non club events onto the LCYC website calendar, or other social media platforms shall be funneled through the respective committee chair.

This policy may be revised from time to time at the discretion of the board or governors.



Approvals

	Name	Position	Date
Prepared By:	Charles Van Winkle	Commodore	5 May 2019
Approved By:	Board Of Governors		8 May 2019

Revision History

Revision	Date	Description of Change
Ver 1.0	5 May 2019	Initial draft for discussion and review
Rev A	8 May 2019	Approved by BOG and released for implementation