



Communication Policy

Discussion

Laker communication over the past few years has grown considerably with greater use of e-mails. The wide and frequent use has clearly enhanced communication but has also allowed the occasional inappropriate message to make its way to members.

The current method of communication involves the publishing of members' e-mail addresses. This provides the full list to all those receiving the e-mail whether the individual wants his or her address published or not.

There is a wide range of opinions regarding what is appropriate. As a result some communications appear appropriate to the sender but inappropriate to the recipient.

Some members clearly object to advertising or advertorial material being forwarded to them. Others are unable to understand more "abstract" material appreciated by a narrow range of members but distributed to all.

From a legal perspective in December 2001 the new provisions of the Privacy Act came into effect. The provisions govern the use of personal information for amongst other things, marketing purposes. Personal information can include web addresses which in many cases provide members' names and often their workplaces.

By publishing e-mail addresses to all members the Club is:

- Distributing private information
- Taking a risk of being drawn into liable disputes
- Risking the distribution of inappropriate material

Policy

In order to protect the Club the following policy is to be implemented:

1. Members e-mail addresses will be protected. All official e-mail correspondence will be by blind copy to members in order to hide e-mail addresses.
2. Club correspondence will be directed through the new Committee position of Communication Manager who will assess the correspondence prior to distribution. Offensive and inappropriate material will be censored and advertising removed.
3. Club members will be allowed to include a standard sized advertisement in a newly designed web page within the Club's website at no cost. Web links will also be allowed. The site will include a disclaimer indicating that the Club does not warrant the services as offered.
4. Members who sponsor the Club will be entitled to advertise on the website as part of negotiated sponsorship packages.
5. Approved e-mail distribution lists may be provided to specific members for specific approved purposes with the consent of the members. For example all Ironman competitors may be provided with the e-mail addresses of the other Ironman competitors with their consent.

6. The following disclaimer should appear after the signature line of all official Club correspondence

Disclaimer

This email is intended for the addressee only and may contain information that is confidential and privileged. If this email is not addressed to you, please reply to me and delete any copies you may have.

Whilst we have used appropriate software to alert us to the presence of viruses, we cannot guarantee that this email and any files transmitted with it are free from them. It is your responsibility to establish your own protection against viruses or other damage.

We respect your right to privacy. At any time, you can request that no further emails be sent to you by replying to this email with "No further emails" in the subject line.

Thank you.

Summary

Whilst the use of e-mails has increased the level and speed of communication it has also exposed the Club to additional risks. This policy endeavours to find a balance between good communication and risk management.