



Policy # 10 Electronic Communications

Date – March 31, 2024

Policy Statement

GCABC maintains websites for the organization's use including members of the Board, members of the organization and the public as a communication and information tool reflecting our brand.

The websites' purpose is to:

- Provide easily accessible information about the organization and giftedness in general.
- Provide a platform for registration of those wishing to become members of the organization.
- Provide the ability to register members and the public for online events or in-person events.
- Promote interaction between members and the Board on the site.

Scope

This policy provides information and standards for GCABC for how the websites should be used between the organization, its members and the public.

Definitions

“Society” means the Gifted Children’s Association of British Columbia (GCABC).

“Board” means the Directors of the Society.

“Website” refers to either of the websites maintained and managed by the GCABC Terms of Use Policy. The stated conditions in this policy must be met to use this website.

“Emails” refers to any electronic communications sent to or received from members of the organization or the public.

“Mass emails” refer to emails sent out to mailing list subscribers, event registrants, or GCABC members.

Policy Elements

The Gifted Children Association of British Columbia (GCABC) will only send mass emails to members, list subscribers, and event registrants who have provided explicit consent to receive such communications.

Communications sent to members, subscribers, and/or event registrants will be clear, relevant, and respectful. They will provide value to recipients and adhere to the GCABC’s digital communications guidelines.



The frequency of mass emails will be reasonable and aligned with the expectations of members or subscribers.

Procedures

Customer contact information used for mass emails will be handled in accordance with the GCABC's Policy for Privacy of Users of GCABC Website and with relevant data protection regulations. Contact lists will be securely maintained and protected from unauthorized access or misuse.

Recipients will be provided with a clear and easy-to-use mechanism to opt out of receiving further communications. Opt-out requests will be promptly processed, and recipients will be removed from future messaging lists.

Responsibilities

The Board is responsible for monitoring the use of the organization's websites for compliance with the privacy of the users and the GCABC policies that govern the use of the site.

Enforcement

All mass emails will comply with applicable laws and regulations governing electronic communications, including but not limited to CASL and PIPEDA.