



## Rules and Responsibilities for District Wide Contact List

Northshore Council PTSA has obtained a list of all families that have opted in to receiving communication from Northshore School District. Council is happy to share this information with the Local PTA's that request it from us for the purposes of PTSA communications.

**How to Use the List:** This document is to recognize and convey reasonable responsibilities when dealing with school wide contact list information to ensure we are following privacy rules.

While the rules and responsibilities to help assist your Local PTA with managing and using this contact list are written here, please go above and beyond to ensure usage of this information "makes sense", is never used for profit and respects the families on the contact list.

### Managing the Contact List

1. All Federal, State, and Local laws for managing and contacting persons on the list must be followed. Federal law is mainly governed by the Privacy Act of 1974, but is not the only act. <http://www.justice.gov/opcl/privacy-act-1974>
2. This information is property of the PTA and cannot be used, given, or sold for any non-PTA purposes.
3. The contact list must be secured and accessible only to persons having a need to access to it.
4. When a significant number of people are being contacted, the contact information must be hidden to all the other recipients. NEVER put contact information in the "To" or "CC" line in a mass communication. ALWAYS use the BCC line or a professional email service like MailChimp or Contact Us.
5. A process to manage "Do Not Contact" requests must be put in place. Email services like MailChimp and Contact US will manage this for you.
6. All mass communications need to look professional as well as include the PTA's logo and contact information on every communication. MailChimp, Contact Us or a comparable free service allows you to templatize your communications making this very easy to replicate.
7. Contact information can be kept in 3<sup>rd</sup> party applications such as MailChimp, Contact Us, or Survey Monkey as long as it is held in an account designated for your Local PTA, not a personal account.
8. Recommended frequency for sending mass communications is approximately 4 times per month, but during fundraisers or in times of critical information, that can be increased. Types of communication could include: newsletters, membership drives, or invites to special events. Please do not include internal nuts and bolts operational communications to the public.
9. Permission from the school or district does not need to be obtained in order to contact people through this list. However, it is necessary to consider how the relationship with the school and district may be impacted if communications are not done properly.

**Questions?** Contact the Northshore Council PTSA secretary at [secretary@northshorecouncilptsa.org](mailto:secretary@northshorecouncilptsa.org). Thank you and much success in your communications.