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1. **Purpose** - To establish the policy for the use of GMFHOA Email Alerts .
2. **Scope** - This policy applies to how and when GMFHOA Email Alerts should be used and alerts content. This policy also applies to the re-use of the addresses by recipients of an Email Alert.
3. **Definitions** - Unless otherwise defined, the words, terms and phrases used herein shall have the same meanings as defined in the GMFHOA Declaration of Covenants, Conditions and Restrictions.
4. **Applicable References**
  - 4.1. GMFHOA Website, [www.gmfhoa.org](http://www.gmfhoa.org) (newsletters and calendar).
  - 4.2. GMFHOA Declaration of Covenants, Conditions and Restrictions.
  - 4.3. GMFHOA By-Laws.
5. **Policy**
  - 5.1. The Board of Directors (BOD) shall designate an officer, normally the President, to prepare and send Email Alerts when appropriate.
  - 5.2. The designated officer shall maintain a record of all Email Alerts as part of GMFHOA records.
  - 5.3. Email alert use shall be limited to situations requiring time-critical distribution of information of particular importance or community interest to the GMF community and its members, non-owner residents, and/or family members. Importance may be dictated by safety and/or security issues.
  - 5.4. The BOD, or designated officer, may determine what is time-critical and what is particularly important, interesting, and/or noteworthy to the GMF community.
  - 5.5. To protect privacy of email addresses, all email alerts shall be sent as blind-copies.
  - 5.6. To protect the general privacy of the HOA members, the collective email addresses group/block used to send email alerts shall be protected by the BOD.
6. **Administration** – GMFHOA Board of Directors. The Board may revise this policy whenever necessary. This policy is established in accordance with Section 1.f of Article VII of the GMFHOA By-Laws.