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Suburban Friendship League

Procedures and Processes – Publishing Email Addresses (Effective March 10, 2012)

OVERVIEW

The SFL was requested to provide a listing of Email addresses for team contacts to facilitate communication relating to SFL matters only. The SFL generates a listing once a season as part of the season package that shows the Email addresses(es) for the team contacts provided by the SFL Club Representatives. Once published, the SFL makes no attempt to update the listing until the next season.

SFL Club Representatives are required to obtain positive confirmation from the applicable team contact that the team contact desires to have his or her Email address(es) published by the SFL. This is commonly referred to as an “opt in” policy. A team contact is free to instruct their SFL Club Representative that any or all of their Email addresses be omitted from this published list. The SFL Club Representative is also solely responsible for ensuring the accuracy of the Email address information.

BACKGROUND

During the March 9, 2012, preseason meeting the SFL Club Representatives decided that the SFL should publish a listing containing the Email addresses for the team contacts. It was agreed that the SFL Club Representative would be solely responsible for ensuring that the Email addresses provided for publication were (1) accurate and (2) were based on the team contact granting explicit permission for the Email address(es) that were provided for publication. This is commonly referred to as an “opt in” policy.

PROCESS FOR OBTAINING EMAIL ADDRESSES FOR PUBLICATION

1. The SFL Club Representative is responsible for contacting each of their team contacts to determine whether that individual desires to have his or her Email address(es) published by the SFL. The team contact must explicitly provide confirmation to the SFL Club Representative that the publication of his or her Email address is desired. This is commonly referred to as “opting in”. If a team contact does not (1) respond to this request or (2) requests that an Email address(es) not be published, then the SFL Club Representative must ensure that this Email address is not provided to the SFL for publication.

It is recommended that the SFL Club Representative provide a copy of the SFL’s privacy policy to the team contact when this request is made. If the SFL’s privacy policy is not provided, then it is recommended that the team contact be made aware of the following:

1 “The SFL’s expectations are that any Email addresses published by the SFL are handled it in
2 a responsible manner. However, the SFL has no control over how these published Emails are
3 used by other individuals who may see the published list. Any request to remove an Email
4 address(es) from the publish list must be submitted through the appropriate SFL Club
5 Representative who is responsible for ensuring that Email address is removed in subsequent
6 revisions to the list. The SFL is also not responsible for the validity of the Email address(es)
7 provided.”
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- 9 2. The SFL Club Representative will provide on a form approved by the SFL the applicable
10 team contact information including the Email address(es) that will be published. In the
11 Email transmitting this Email information, the SFL Club Representative must certify that all
12 the Email addresses contained in this listing were expressly approved by the applicable team
13 contact. The following language must be included in this certification.
14

15 “As the SFL Club Representative, I am providing the attached information that contains
16 Email addresses that are expected to be published by the SFL. I have obtained positive
17 confirmation from the team contact that the individual desires to have their Email address(es)
18 published by the SFL. The individuals providing Email addresses have been informed that
19 the SFL does not require an Email address for publication and that they may decline to have
20 one or more of their Email addresses published.”
21

- 22 3. The SFL will take the Email addresses provided by the SFL Club Representatives and
23 publish those in the season package. The SFL will make no attempts to validate the Email
24 addresses or make changes to the list after they are published.
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