

ACDA Guidelines for Protection of Member Data: Email Addresses



ACDA, like all respectable professional organizations, is extremely careful with the personal information that our members provide us. We ask our state and region presidents, as well as membership chairs and others authorized by presidents, to take similar care with this information.

Email addresses have more legal protections than do regular mailing addresses. We are required both legally and ethically to protect members from receiving emails they don't wish to receive.

Managing Member Communication Preferences

As the law requires, members can opt out of any and all types of emails that ACDA sends. They can do this by logging in at <https://acda.org>, going to their profile, and updating their member preferences.

Members can also unsubscribe to segments of our mailings via the Constant Contact (newsletters, general communications, leadership alerts, etc.) or MailChimp (ChoralNet digests, new member onboarding series, fundraising appeals) platforms, though we urge members to instead indicate their preferences within their profiles. This is because, for example, unsubscribing from Constant Contact means that member will not get ANY emails sent through that platform, including e-newsletters, renewal reminders, leadership alerts, and so on.

Current National Office Procedures

Region and state presidents are the primary ACDA leaders who have access to all of the member data that we store, including email addresses. State membership chairs and contacts also have access to the state chapter membership data.

Dashboards

We currently provide one set of credentials to the chapter and region presidents to access the member data they need to provide leadership and keep their members informed. The current president determines who to share the credentials with, though the national office assumes that membership chairs will be in that group, since they need to access current member, new member, and lapsed member lists on an ongoing basis to perform basic membership duties. Presidents-elect and newsletter editors are others who should be considered in terms of access, though it is also possible for the president or membership chair to share updated lists with those leaders as needed.

Third Parties

We do not sell, rent, or trade email addresses with third parties and we carefully limit even the ACDA membership who have access to member email addresses.

Member Requests for Lists and Emails

Other ACDA members periodically have legitimate reasons for wanting to send emails to their colleagues. In those cases, the national office protects our members and ourselves by (1) pointing members who request this toward their state or region president when appropriate, or (2) agreeing to include information in an e-newsletter or, on occasion, to send an email from the national office for them. In those ways, we are able to share important information and opportunities with members, while also protecting member data.

We also sometimes receive requests from people with good intentions to reconnect with a member or share something with someone for whom they need an email address (or phone number). Again, in those cases, we offer to contact the member ourselves and provide the contact information the requestor wishes to share with them so that the option for further contact remains the decision of the member.

Leadership Emails

Exceptions to the above procedure sometimes occur when – for what appears to be a legitimate request from another member – we provide the email address of a national, region, or state leader. We do this with the understanding that those emails are generally published on ACDA websites already, available in ACDA publications, and are an easy and common way to communicate.

Since 2020, and at the request of state presidents, we provide state presidents access to a Google Doc with the names and email addresses of state presidents. That is done to help strengthen the peer support available between leaders, and allow states the option of including other presidents on newsletter lists. State presidents can opt out of being included. If an ACDA leader has concerns about this use, or wishes to opt-out, please contact Sundra Flansburg (contact information below).

Guidelines for Chapter and Region Use of Member Emails

If a member/leader comes to you with a request for an email list or address, we beg your careful consideration and care with this matter. The answer can be no. If you feel that the request is appropriate and will be useful to your members, we suggest that you follow similar guidelines as the national office does in sharing information while protecting member data.

If in doubt, feel free to contact Sundra Flansburg (sflansburg@acda.org or 405-232-8161, ext. 200), Director of Membership & Communications, to discuss the pros and cons of providing the lists in specific situations, the variety of responses available, or to clarifying ACDA guidelines.