

Policy on Chapter Use of Mailing List and Database of HFMA Members

The HFMA Board of Directors may approve the establishment of chapters, by charter, to serve specific geographic areas. The rights and obligations of HFMA chapters are specified in the HFMA Chapter Charter. In addition, the HFMA Board of Directors has adopted the following guidelines to further define the document as it relates to chapter use of chapter mailing lists or member databases.

Chapters may use the chapter mailing list or member database solely to conduct the business of the chapter and HFMA member data usage should always align with existing national policies and practices.

Examples of chapter business usage include:

- Distribution of chapter newsletters as defined by the Davis Chapter Management System (newsletters, bulletins, etc.).
- Distribution of ballots for elections of chapter officers or bylaws changes.
- Notification of chapter meetings to carry out the business of the chapter.
- Notification of chapter educational events.
- In the instance of co-sponsored educational events with non-HFMA organizations, chapters may provide a limited or one-time use to the co-sponsoring organization. Additionally, the promotional material must include the chapter name (e.g., the XXX Chapter of HFMA) and if a logo is used, it must be the chapter logo (i.e., not to be mistaken for the HFMA only logo).

Approved HFMA Board of Directors: April 2002

Updated: November 2012

Procedures for Implementing Policy on Chapter Use of Mailing List and Database of HFMA Members

Sponsorship

- Chapters may not offer the chapter mailing list or database of members as part of any chapter sponsorship package.
- Chapters may provide a one-time use list that includes mailing addresses only of pre- and post-registered program attendees as part of a chapter sponsorship package.
- This information **MUST** exclude email addresses and telephone numbers. The information must also exclude mailing addresses of HFMA individuals who have specifically requested “no outside usage” on their HFMA member profiles.

Email Communication

- When communicating with multiple chapter members via email, chapters are charged with protecting the privacy of chapter member email addresses by ensuring that the email addresses are not displayed in a manner that makes them vulnerable to being copied, pasted, and misused by other recipients.
- Placing email addresses in the bcc (blind carbon copy) section of the email form fosters email address privacy. Chapters are charged to be cognizant and mindful of overuse concerning email communication.