

ELECTRONIC COMMUNICATIONS POLICY

Last Updated: June 4, 2024

Article I. Consent. The Pennsylvania Principals Association shall only send mass emails or text messages to customers or members who have provided explicit consent to receive such communications. Consent may be obtained through opt-in forms, account settings, or other consent mechanisms.

Article II. Content. Communications sent to customers or members shall be clear, relevant, and respectful. They shall adhere to The Pennsylvania Principals Association's standards and messaging guidelines.

Article III. Frequency. The frequency of mass emails or text messages shall be reasonable and aligned with the expectations of customers or members.

Article IV. Opt-Out Mechanism. Recipients shall be provided with a clear and easy-to-use mechanism to opt out of receiving further communications. Opt-out requests shall be promptly processed, and recipients shall be removed from future messaging lists.

Article V. Data Protection. Customer contact information used for mass emails or text messages shall be handled in accordance with The Pennsylvania Principals Association's Privacy Policy and relevant data protection regulations. Contact lists shall be securely maintained and protected from unauthorized access or misuse.

Article VI. Compliance. All mass emails or text messages shall comply with applicable laws and regulations governing electronic communications, including, but not limited to, the CAN-SPAM Act and the Telephone Consumer Protection Act.