

Wi-Fi Alliance

BOARD POLICY NO. 0400

TITLE: Member Mailing List Policy

Revision History:

Submitted by: [REDACTED]
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Introduction.

The Wi-Fi Alliance's member mailing list is a valuable asset of the organization. In addition, the board of directors believes that the contact information of Wi-Fi Alliance members should not be generally available as such availability can promote annoying and unwanted commercial solicitations that are not of benefit to the individual members or to the organization as a whole. At the same time, there are some occasions when it is appropriate to make the organization's mailing list available to a third party for a specific purpose. This Policy outlines the circumstances when the mailing list will be disclosed and the procedures that should be implemented in connection with this disclosure.

Board Approval Required.

The Wi-Fi Alliance shall not make its member mailing list available to any third party unless the board approves the specific disclosure.

Disclosure and Use of the Member Mailing List.

Sponsored or Endorsed Events. It is not uncommon for the Wi-Fi Alliance to agree as part of an agreement to sponsor or endorse a trade show or other industry event that it will permit the use of its mailing list to promote that event to Wi-Fi Alliance members. If the Wi-Fi Alliance takes responsibility for the mail or e-mail distribution, no special additional measures are required. If, however, the event promoter is taking responsibility for the mailing or e-mail distribution, then this process shall be completed in a manner that does not give the promoter direct access to the contents of the mailing list. The promoter shall use a bonded mail house that is acceptable to the Wi-Fi Alliance. The promoter, mail house and the Wi-Fi Alliance shall, in connection with this arrangement, enter into a nondisclosure agreement in which the promoter agrees not to seek or obtain access to the mailing list and the mail house agrees that it will maintain the confidentiality of the mailing list, will use the list only for the contracted purpose, and will destroy the list when the mailing is completed.

Other Situations. From time to time, the board may approve the use of the mailing list for a purpose other than in connection with the promotion of a sponsored event or in a circumstance in which it would be impractical to use a bonded mail house to perform the mailing or e-mail activities. This decision would be based on a finding that disclosure is in the best interest of the organization and its members or that the

proposed reason for the disclosure involves an event, activity or opportunity that would be of general interest to the members. When the board makes such a finding, the Wi-Fi Alliance may disclose the mailing list, but only if the recipient of the mailing list agrees in writing to the following terms and conditions:

- It will maintain the confidentiality of the mailing list and will not disclose or transfer it in whole or in part to any third party without obtaining the prior written consent of the Wi-Fi Alliance.
- It will use the mailing list only for the purpose or purposes that the board approves and only for the period authorized by the board. Upon the conclusion of this period, it will destroy the list.
- It will implement an “opt-out” procedure that is reasonably acceptable to the Wi-Fi Alliance. This procedure must permit members to opt out of receiving its communications prior to receiving the initial commercial communication and to opt out at any time thereafter.
- It will respect each member’s decision to opt out of receiving communications.

The Wi-Fi Alliance will cooperate in this process by sending a mutually agreed screening message to its members announcing the proposed use of the mailing list and giving the member the opportunity to opt out and have its name removed before the list is delivered to the recipient.

Disclosure Required by Law. The Wi-Fi Alliance will cooperate with governmental and regulatory authorities by disclosing the mailing list as necessary to comply with legal or regulatory requirements or a court order. The Wi-Fi Alliance will in appropriate instances seek to limit the scope of disclosure and minimize further unauthorized disclosure that could occur as a result of the disclosure of this information to governmental or regulatory authorities.

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