



American Pediatric
Surgical Nurses Association Inc.
Safety and Excellence in the Surgical Care of Children

POLICY AND PROCEDURE

PAGE: 1 of 2	REPLACES POLICY DATED: September, 2014
EFFECTIVE DATE: July 25, 2016	APPROVED BY: APSNA BOD 2016-2017
NEXT REVISION: July 1, 2019	
POLICY DESCRIPTION: Membership Mailing List Policy	
REVIEWED: 10/16	REVISION: 7/16

STATEMENT OF POLICY:

- I. Purpose: To provide guidance to the organization on the use of the confidential information contained in the membership database and mailing list distribution.

Defined: The American Pediatric Surgical Nurses Association, Inc. (APSNA) leases the use of its membership and mailing list to corporate, non-profit (i.e., hospitals and other medical organizations), private organizations, and individuals who support APSNA and who agree to payment according to the set fee schedule.

- A. Mailing List Content: At no time will phone numbers or e-mail addresses be shared.
- B. Corporate Sponsors and Conference Exhibitors: Corporate sponsors and conference exhibitors will be provided a list of all annual conference registrants, their registered organization and mailing addresses, if available. This information is to be used solely for the purpose of sponsor/exhibitor follow-up with conference attendees. Sponsors and exhibitors are prohibited from sharing this list with other organizations or parties.
- C. E-mail Blast: Member e-mail addresses will not be provided. APSNA will send the e-mail blast on behalf of the purchaser. APSNA must approve in advance any requested mailing or e-mail. APSNA has the right to refuse any submitted mailing request.
- D. The APSNA Board of Directors, Special Interest Group (SIG) Chairs, and appointed committees (such as ad hoc, advisory) shall have access to the membership database and mailing list for the sole purpose of conducting APSNA business. Use of this confidential information is strictly prohibited for any uses other than internal APSNA activities. Unauthorized use of this information may result in suspension or revocation of membership. SIG Chairs or committee chairs/directors' request for APSNA membership information for ANY commercial use MUST follow the policy for use of the membership and mailing list.

II. PROCEDURE:

- A. Acceptance of Order: Organizations or individuals who wish to utilize the membership database for purposes of research, education, recruitment, advocacy or other purposes approved by the APSNA Secretary or designee may request the membership database as defined above and with the following acknowledgement:
1. The organization/company's products, service, mission, or purpose for mailing shall not conflict with APSNA's mission and purpose.

2. The organization/company's promotional materials shall not imply or state an endorsement by APSNA unless such endorsement has been secured.
 3. Those requesting a mailing list or e-mail blast (to be sent on their behalf) for research purposes, will be required to provide a copy of the research protocol, approved tools and Human Research Protection Program and/or Institutional Review Board approval with dates of approval.
- B. Usage: Purchase of the APSNA mailing list or e-mail blast is valid for one time use and shall not be duplicated, reproduced or transferred without written authorization from APSNA.
- C. Fee Schedule:
1. The fee for the APSNA mailing list is \$500.
 2. The fee for the e-mail blast is \$1,000.
 3. E-mail blast to conference attendees is \$300.
- D. Mailing List Format: Mailing lists will be e-mailed to the organization purchasing the list in x90io an Excel spreadsheet format. APSNA will provide the postal addresses of each member whose membership is in good standing with the APSNA organization, who has agreed to receive e-mail/mail notices. A spreadsheet in a common Microsoft Excel format will be provided with the most up-to-date and complete information as provided by the individual member, within their profile. Pre-formatted or printed labels of the postal addresses are not provided.