



Mailing List Policy

Original: October, 1998
Revised: May 2010; February 2014; March 2019
Purpose: This policy will provide direction for requests for release of names of CANO/ACIO members.

Policy:

1. The Treasurer in consultation with members as appropriate, in accordance with the guidelines below, will consider all requests.
2. Chapters/Special Interest Groups/Committees may not independently release names of their membership for any purpose.
3. Individual names of members are never provided except for the membership lists that are provided to Chapter representatives and treasurers. Organizations may request to send communication to CANO members electronically or by regular mail. Once the communication has been approved, with the stipulation that it only be used the one time the communication will be sent by CANO/ACIO on behalf of the company. Such communications will exclude members who have indicated on their membership forms that they do not wish to receive communication of this type.

Communication requests will only be approved for mailings that will enhance professional development or improve patient care.

4. Requests for the purpose of sales promotion will not be granted. Information obtained may not be used for these purposes.
5. Requests from the following may be granted by the Board:
 - Students of recognized Schools or Faculties of Nursing
 - Researchers from recognized universities/health agencies
 - Providers of continuing education
 - Other professional associations
 - Government organizations
 - Only in special circumstances: pharmaceutical companies informing our members of important information ie. drug interactions, contraindications etc..
6. CANO makes every effort to adhere to privacy and anti-spam legislation.



Procedure:

1. Interested individuals contact Head Office to have request form sent to them, and will return the completed request form to CANO/ACIO. The full request including material to be sent out, will be forwarded to Treasurer for approval.
2. A letter of approval from CANO/ACIO will be sent indicating the costs involved and a disclaimer stating that access to membership does not indicate endorsement by CANO/ACIO. No action can be undertaken until the Treasurer or designate has approved the Request for Access.
3. If research related, Research Committee Chair will review requests and advise.
4. The fee structure will be established and reviewed annually by the CANO Executive Committee. Fee Structure shall be:

For Mailing Labels:

- Not for Profit Organizations (e.g. Visiting Nurses Association): \$100 plus cost of labels & postage plus applicable taxes
- Professional affiliates (e.g. CCS): \$100 plus cost of labels & postage plus applicable taxes
- Corporate Fee: \$1000 plus applicable taxes and cost of labels & postage if required

For Email Communication:

- Not for Profit Organizations (e.g. Visiting Nurses Association): \$150 plus applicable taxes
- Professional affiliates (e.g. CCS): \$150 plus applicable taxes
- Corporate Fee: \$1500 plus applicable taxes; \$500 plus applicable taxes for a second communication containing no changes to the original content within two months