

ACUA Policy on the Use of Member Data

Use of the ACUA Membership/Conference Participant Mailing List:

ACUA makes its mailing list (mailing addresses ONLY) available for rent/purchase. Individuals or institutions that rent/purchase the list must sign a written mailing list rental agreement that contains the following terms:

1. Renter understands and agrees that ACUA is making its mailing list available to renter on a ONE-TIME USE basis. Any other use of the mailing list is specifically prohibited unless ACUA grants permission for such use in writing and renter pays the appropriate fee for such use.
2. The mailing list renter shall use the mailing list provided by ACUA only for pre-approved promotional mailings. **A sample must be provided along with the signed and completed rental form.** The mailing list renter agrees that the promotional piece supplied for approval with this agreement is the piece(s) that will comprise the mailing.
3. All lists must be prepaid: no invoices will be sent.
4. The renter shall treat ACUA's membership list and all mailing labels as confidential information. The renter shall not under any circumstances sell, loan, or circulate such membership lists to any third party, or use such membership lists for any other purpose.
5. The mailing list renter agrees that in utilizing ACUA's membership list, he/she will not disclose, transfer, duplicate, reproduce or retain any portion of the list in any form, by photocopying, entering into a database, or otherwise duplicating by any means.
6. The mailing list renter agrees to reimburse ACUA for all costs which ACUA may incur in enjoining unauthorized parties from using the membership list in all cases where such unauthorized parties gained access to the membership through the renter listed below or any of the renter's agents or employees.
7. The mailing list renter agrees ACUA will have the right to monitor the use of the membership and conference attendee list.
8. Renter will make no claims that the mailing is in any way endorsed by ACUA without prior written approval of ACUA.

ACUA Membership Directory and E-mail Address Use: The membership data included in the ACUA membership database and the membership directory including names, mailing addresses, phone and fax numbers, email addresses and other demographic data are the property of ACUA and are to remain under its exclusive jurisdiction. ACUA member data provided in Membership Directories or by other means through the ACUA website are designated for the exclusive use of active ACUA members and should not be shared with outside parties.

E-mail addresses will not to be sold to outside organizations or provided for advertisers. ACUA member data may be shared with ACUA Strategic Partners but may only be used as outlined in the agreements with those partners in order to provide additional benefits to ACUA members in the most efficient way possible.

Outside parties interested in making use of ACUA data to advertise, survey or otherwise solicit ACUA members should contact the ACUA Executive Office staff at acua-info@kellencompany.com for more information about how ACUA can assist them with achieving their goals.