**E-mail Guidelines**

* ACS should not sell or market e-mail addresses.
* The message should protect member privacy, and not reveal email addresses or identities of any other recipients.
* Any broadcast e-mail sent by ACS should allow members to opt-out of such communication.
* ACS should honor the wishes of members with respect to receipt of email. Options should be presented clearly, so that members can make choices that match their real intent.
* Governance (Officers of the Society, Committees, Local Section & Division Officers and Regional Meeting Planners) use of e-mail should adhere to the above recommendations.
* ACS Members need to know the programs and benefits available to them. Staff use of broadcast e-mail should be respectful of member wishes, and strategically planned to inform them of benefits and opportunities.

Accepted by the Board Committee on Professional and Member Relations

December 2004