

The San Francisco ISACA Chapter Communications Policy

(last modified: March 6, 2009)

1. Communications Policy introduction

- This policy addresses the collection, distribution, and use of written communications to be transmitted to the members of the San Francisco ISACA Chapter (SF Chapter). It governs requests for event announcements and co-sponsorships, job and web postings, flyers, newsletters, advertisements, and any other communications requested to be disseminated on behalf of other ISACA chapters, relevant vendors, and non-profit organizations (Requestors).

2. All communications and requests for communication should be addressed to communications@sfisaca.org.

- The SF Chapter policy is to disseminate communications that benefit the overall ISACA member community. As a result, all communications will be evaluated based on this criteria and, if approved, they will be disseminated only once to SF Chapter members, in accordance with the SF Chapter's Communication Methods (SFCCM) outlined below:

Type of Communication	SF Chapter	Other ISACA Chapters	Non-Profit Third Party	For-Profit Third Party
Event announcements	Email, Web, Newsletter, Twitter	Web, Newsletter	Web, Newsletter	Web, Newsletter
Member surveys	Email	Not allowed	Not allowed	Not allowed
Advertisements and other announcements	Email, Web, Newsletter	Web, Newsletter	Web, Newsletter	Web, Newsletter

3. The following communications are appropriate for dissemination upon review and approval by the SF Chapter Communications Committee (Communications Committee):

- Cross-publication or co-sponsorships with other conferences and events, including other ISACA chapters, the IIA, ISSA, itSMF, RSA or other nationally recognized associations.
- Job and web postings.
- Advertising and marketing materials (if it is determined that they will benefit SF Chapter members and do not conflict with ISACA's policies, standards or values).

Communication requests may require reciprocal payments, in accordance with paragraph 5 (below).

4. Approvals will be made by the Communications Committee based on the following rules:

- Information regarding third party events will not be disseminated if the event conflicts with existing ISACA events with regard to timing and/or messaging.
- Any information that conflicts with ISACA's policies, standards or values will not be disseminated.

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- Any information that does not comply with the SF Chapter's general policy requirements, as outlined in paragraph 9 (below) will not be disseminated.
 - Putting up banners during a presentation will be approved on an exception basis only. All banners must be approved by a representative from the Board of Directors, as described in paragraph 6 (below).
5. Upon receipt of a communication request and prior to disseminating any communications, the Communications Committee will determine whether a reciprocal payment in the form of an SF Chapter communication request should be made with the Requestor. Examples of reciprocal communications are SF Chapter event announcements and co-sponsorships, job and web postings, flyers, newsletters, advertisements, and any other communications deemed appropriate by the Communications Committee.

The Communications Committee will inform the Requestor whether a reciprocal communication is requested by the SF Chapter before disseminating the Requestor's information. The Requestor will then have the option to move forward or withdraw the communication request.

6. If an approval and/or appropriate payment decision cannot be made by the Communications Committee (should be less than 20% of all requests), the request will be escalated to the Chapter President. If the President cannot make a decision, the request will be further escalated to the Board of Directors. The Communications Committee will then be responsible for executing on the decisions made by the Chapter President and/or the Board of Directors (SF Chapter Leaders).
7. Upon receipt of appropriate approvals, the Communications Committee will communicate the resolution and next steps to the requestor. The communication will then be forwarded to the SF Chapter members, in accordance with the SFCCM outlined in paragraph 2 (above).
8. Any disputes will be handled on a case-by-case basis, in accordance with the escalation policy described in paragraph 6 (above). The Communications Committee and Chapter Leaders reserve the right to remove existing communications and/or prevent the dissemination of future communications at any time as a result of a dispute.
9. All communications with the SF Chapter members must comply with general policy requirements, as outlined below:
- Offensive, harassing, defamatory, or otherwise inappropriate communication is prohibited.
 - Use of the SFCCM is subject to all legal and chapter prohibitions against discrimination and harassment based on age, color, disability, gender, gender identity, national or ethnic origin, race, religion, sexual orientation, veteran status, or any other basis protected by applicable federal, state or local laws.
 - Obscene, objectionable or other offensive material, including material that may be interpreted as harassment by others, may not be printed or transmitted via the SFCCM.

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- Requestors are obligated to respect the rights of others, the intellectual rights and the intellectual property rights of others when using these resources. Duplicating and/or distributing information, recordings, or images in violation of applicable copyright laws is not permitted.
 - Unless granted proper authority, Requestors are prohibited from accessing, transmitting or releasing any information or data of a confidential nature, secured through their position with the SF Chapter, to a person not authorized to receive such information.
 - Acts that are wasteful of the SFCCM are prohibited. Examples include, but are not limited to, sending or forwarding chain letters; sending mass electronic mailings not directly pertinent to Chapter business or approved by the Chapter Board.
 - The SFCCM may not be used for personal financial gain, inappropriate or illegal activity of any kind. Users may not create links to, or place via the SFCCM any information that consists of any advertisements for commercial enterprises, without prior approval from designated Chapter Leaders.
 - The SF Chapter's electronic-mail mechanism exists primarily to facilitate SF Chapter communications between the SF Chapter and its members. To the extent that there is excessive use of "Everyone Group" messages (or similar mass mailings) to numbers of members who, given a choice, would choose not to receive them, the effectiveness of the SFCCM is compromised. Such messages must be restricted to urgent SF Chapter operational messages, notification of SF Chapter meetings and events, and notification of SF Chapter-sponsored events that relate to the SF Chapter's goals. Messages such as job opportunities, third-party promotions and education opportunities should not be sent via the SF Chapter's e-mail mechanism. The SF Chapter web site and newsletter are appropriate vehicles for such messages upon adherence to other elements of the SF Chapter's Communication Policy or approval by designated Chapter Leaders.
10. Due to administrative burdens, the SF Chapter, an organization completely supported by volunteers, will not be able to support email opt-out requests from the members. Members may contact ISACA International and ask for their email address on file to be deleted. Members will receive the following email response, where appropriate, upon submitting their opt-out requests to the SF Chapter.

Dear <member>,

We received your request to be removed from the SF ISACA mailing list and made great efforts as a local chapter to respect your wishes. However, because we receive member information from ISACA International on a monthly refresh basis, continuing to maintain opt-out preferences locally by individual requests has become a process that SF ISACA is unable to support.

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Please note that despite this change, we are continuously thinking of ways to improve the member communication process. We also work hard to limit the number of messages we send to our members, reserving that communication channel for internal chapter business only, and not for cross promotion for other organizations or events.

The only way to ensure that you don't get messages from SF ISACA is to contact ISACA International and ask for your email address on file be deleted (email address is a required field on the member profile page, so you can't remove it yourself). Since SF ISACA receives member information from ISACA International, if your information comes in with a null email address, then no message will go out from us. Note that this process would also eliminate messages from ISACA International.

Sincerely,

SF ISACA