

## **Texas Association of Social Sailors (“TASS”) Electronic Communication Policy**

### **Content**

Communications sent to customers or members will be clear, relevant, and respectful. They will provide value to recipients and adhere to TASS' brand standards and messaging guidelines.

### **Frequency**

The frequency of mass emails or text messages will be reasonable and aligned with the expectations of customers or members.

### **Opt-Out Mechanism**

Recipients will be provided with a clear and easy-to-use mechanism to opt out of receiving further communications. Opt-out requests will be promptly processed, and recipients will be removed from future messaging lists.

### **Data Protection**

Member and Guest contact information used for mass emails or text messages will be handled in accordance with the [TASS Privacy Policy](#) and relevant data protection regulations. Contact lists will be securely maintained and protected from unauthorized access or misuse.

### **Compliance**

All mass emails or text messages will comply with applicable laws and regulations governing electronic communications.