

To Unit 124 Sanction Holders:

April 30, 2015

Thank you for your patience as we understand the new ACBL Privacy Policy ("Privacy Policy"), and what we need to do to protect the privacy of our members. It is a complex subject, but the core principle is that privacy is an important right that we must protect.

Unit members do have the option of unsubscribing to general ACBL communications and the release of personal information to ACBL sanctioned groups. If a Unit 124 member does unsubscribe in this manner, the Unit would need to stop sending the member email communications.

To assure compliance with the Privacy Policy and minimize how many members drop off the Unit's email list, the Unit will do the following:

- The new **Unit event calendar** on the CBA website and the **monthly Unit Flyer** emailed to members will be our preferred method of communication with Unit members. This does require advance planning on your part so that the Unit event calendar and the monthly Unit flyer contains the most current information
- Since both the event calendar and the flyer will contain information about your game, we will no longer send emails out for individual club games
- We will continue our practice of reaching out to Non-Life Masters with the Weekly Future Master Newsletter.
- We will update weekly the CBA homepage (which has the event calendar). The planned updating will occur on Thursday, which means we need your updates by Wednesday for games the following week

While we will no longer send emails out for individual club games, Sanction Holders may create and manage their own email lists in their own way. These email lists may be lists created before January 1, 2015, the effective date of the Privacy Policy. If you maintain your own email list, you will want to consider how you to handle a request to stop receiving emails about your individual club game. Sanction Holders may no longer use the Send Blaster software maintained by the Unit for Unit emails.

We did ask for clarification from the ACBL on how the CBA Directory may be used. It is permissible to use the Directory for emails of members who have played in your game, but its use is limited to the approved uses specified in the ACBL's Terms of Use. Importantly, the Terms of Use prohibit the use of the Directory for personal or private programs/events, even if bridge-themed.

If you have any questions, please let me know. More information about the ACBL Privacy Policy and Terms of Use can be found at www.cincybridge.com under Policies & Procedures.

Yours truly,

Steve Moese
Unit 124 Vice President
Policies & Procedures
Communications Chair