



Email Alert Usage Policy
Adopted: Oct. 16, 2008

PURPOSE: To establish and adopt a policy that determines specific guidelines for utilizing the community e-mail alert system that is owned and maintained by the Castle Pines North Master Association.

NOW, THEREFORE, IT IS RESOLVED that the Association does hereby adopt the following **E-mail Alert Usage Policy** to govern the use of the community-wide e-mail system for Castle Pines North:

1. The purpose of this system is to relay timely and vital information that impacts all of the residents of the Association.
2. The Association owns and maintains more than 3,300 personal e-mail addresses and will not share, sell or otherwise compromise or disclose any e-mails in this database. The Association maintains exclusive use of this system.
3. Content communicated in community-wide e-mails must impact and affect the entire citizenry in order to be distributed via this e-mail alert system.
4. Content of e-mails must be approved by a majority of Association Board members prior to distribution.
5. The Association has the right to refuse any e-mail request if it determines the content to be inappropriate for community-wide distribution. Requests denied may be presented in a formal Board meeting for a vote with final determination made based on the votes of a majority of the Board members.
6. The following list includes, but is not limited to, examples of items that would not qualify for a community e-mail: social clubs (i.e. Scouts, Book Clubs, etc.), churches or other religious organizations, school information (i.e. Book Fairs, PTO fundraisers, carnivals, etc.), home-based businesses (i.e. Avon, Pampered Chef, etc.), non-profit organizations (i.e. United Way, Douglas County Task Force, etc.), sports leagues (i.e. Colorado Elite, REAL soccer, Castle Rock Rec. Center, etc.), businesses (i.e. King Soopers, restaurants, The Ridge, etc.), political campaigns or issue committees. Questionable content falling into any of these categories must be approved, reviewed and authorized by a majority of Association Board members.
7. Any key community issues or political issues publicly endorsed by the Association Board can be distributed in a community e-mail. (i.e. Xcel power line issue; Library issue, etc.)
8. Since the Association supports the Chamber of Commerce, e-mail promotion of their programs and social events are permitted.

9. As the elected governing bodies of Castle Pines North, the Association will also provide e-mails requested by the City of Castle Pines North, the Castle Pines Metro District and the Castle Pines Parks Authority. Content of the e-mails must be approved prior to distribution by a majority of the Association Board members. Content must also meet qualifications listed in Item 3 above.
10. If an item does not qualify for dissemination through the email alert system, the individual or entity will be advised that they have the ability to post their information on the Community Bulletin Board on the Association web site – www.cpnhoa.org.
11. The information posted to the Community Bulletin Board will be limited to the title, date, time and location of the event.
12. Once a request to send any item of information via the email alert system has been denied by the Master Association Board, no other entity within the Association that has access to send alerts to any portion of the communities may utilize the Master Association email alert system or any list derived from it to disseminate the denied information.
13. Violation of any of any of the restrictions in this policy concerning the use of the email alert system may cause the Master Association Board to revoke privileges to the email alert system.

Castle Pines North Association, Inc.

By: 

President

This policy was adopted by the Board of Directors on the 16th day of October, 2008, effective December 1, 2008, and is attested to by the Secretary of Castle Pines North Association, Inc.



Secretary