



## **Mailing List Policy**

Original: October, 1998

Revised: May 2010

Purpose: This policy will provide direction for requests for release of names of CANO/ACIO members.

### **Policy:**

1. The Treasurer who may seek consultation with another member, in accordance with the guidelines below, will consider all requests.
  2. Chapters/special interest groups/committees may not independently release names of their membership for any purpose.
  3. Chapters/special interest groups/committees may request labels following outlined procedure for the purpose of provincial business. Labels will be released by CANO and sent to provincial chapter/branch or local chapter who will then attach their material and mail out.
  4. Individual names of members are never provided except the membership lists provided to chapter representatives and treasurers. An electronic members list will be provided to companies, once the mailing has been approved, with the stipulations that it only be used the one time. Labels will exclude members who have indicated on their membership forms that they do not wish to have their names included in the sale of labels for promotional purposes.
  5. Membership labels will be released only for mailings that will enhance professional development. Our working definition of advertising shall be:
    - material designed to bring a product to members attention and/or
    - material to describe indications, side-effects, uses and actions
- Material accepted for distribution should be judged to:
- substantively contribute to the knowledge or education of nurses, and/or
  - improve patient care
6. Requests for the purpose of sales promotion or marketing will not be granted. Information obtained may not be used for these purposes.
  7. Requests from the following may be granted by the Board:
    - Students of recognized Schools or Faculties of Nursing
    - Researchers from recognized universities/health agencies
    - Providers of continuing education
    - Other professional associations
    - Government organizations

### **Procedure:**

1. Interested individuals contact head office to have request form sent to them, and will fax or mail the completed request form to CANO. The full request including material to be sent out, will be forwarded to Treasurer for approval
2. A letter of approval from CANO will be sent indicating the costs involved and a disclaimer stating that access to membership does not indicate endorsement by CANO. No action can be undertaken until the Treasurer or designate has approved the Request for Access.



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3. If research related, Research Committee Chair will review requests and advise.

4. The fee structure will be established and reviewed annually by the CANO Finance Committee. Fee Structure shall be:

Not for Profit Organizations (e.g. Visiting Nurses Association): cost of labels & postage plus GST

Professional affiliates (e.g. CCS): \$100.00 plus cost of labels & postage plus GST

Corporate Fee: \$1000.00 plus GST and cost of labels & postage if required