



## **NZ Bridge Policy for Electronic Communication**

New Zealand Bridge recognises that the management and appropriateness of electronic inter-club (between club) communications and direct mailing (to non-club members) have implications that need to be considered at club level, and at player level.

**NZB expects the following:**

- **Unsolicited emails must comply with the Privacy Act 2020,**
- **There is not excessive use of electronic communication between clubs or players (spam),**
- **Respect of a Club's relationship with its own members**

NZB therefore requests that Clubs communicate with one another and members and non-members adhering to the Privacy Act and showing respect for one another by reducing unsolicited direct communication.

It respects the fact that Clubs are legal entities and may have different policies and understandings around promotion and information dissemination.

It has prepared Best Practice Recommendations, to support delivery of this Policy.

Agreed: 13 September 2023

Review: 13 September 2024

Signed: \_\_\_\_\_ President

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## Electronic Communications: Best Practice Recommendations

### Promotion of Tournaments

The current system of providing information to Alister Stuck, for a managed despatch to clubs around the country, is working well and is not about to change.

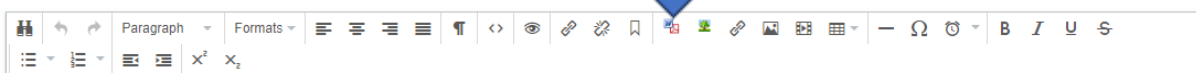
We do have 2 further suggestions Clubs can take to promote their tournaments to other players, as follows:

#### 1. Upload Tournament Info to the Tournament schedule on the NZ Bridge Website

We want to encourage players to refer to the tournament schedule on the NZ Bridge website – one place everyone can go to, to see what’s coming up. Clubs are encouraged to first upload a promotional and informational PDF (preferred to a Word Document) within the tournament schedule on the website.

To add a promo file to New Zealand Bridge's Tournament page

- log into NZ Bridge Administration with club email and password
- select Tournaments (from the tabs across the top)
- locate event - may need to use date filter
- update detail as required
- select the pdf icon to add a flyer



- select Upload a new file, then Choose File (giving you access to your files)
- Upload

#### 2. Use the NZ Bridge Community Facebook page to upload information

This will give you wide circulation and will act like a bulletin board. Can include a link to the pdf on the NZ Bridge website.

<https://www.facebook.com/groups/919332668703912>

Please understand that Clubs who receive your emails are under no obligation to put up a poster or email it to their members. Each club will have their own policy as to how they keep their members informed.

## Promotion of Online Club Sessions/Events

With the advent of online club sessions/events, clubs are beginning to promote these across the country and have done so through emails to other Clubs. It is unlikely these emails will be promoted by another club and just add to the perceived spam being dealt with by Club Committees.

The **best place to promote** these would be through the NZB Community Facebook page: <https://www.facebook.com/groups/919332668703912> with a direct link to <https://realbridge.online/clubs-offering-realbridge.html> (put New Zealand in search box).

## Group Email Requirements

Group emails can be both useful and informative but also, at times, unwelcome and annoying.

Group emails must only be sent to people who have agreed to receive those emails and are likely to find the information useful, or they risk being immediately deleted. They need to be succinct with clear information, respect privacy and not be sent repeatedly.

Here are a few considerations regarding group emailing:

1. Clubs should provide their own members with the option to opt into or out of club information mailouts.

Someone within the club should have the responsibility to manage databases – keeping them up to date – adding and deleting as requested. It is critical if a member asks to unsubscribe from Club emails, it must be recorded and actioned. Someone must be tasked with that responsibility.

2. Every club should have a system in place to deal with unsubscribe requests and follow through with acknowledgement that requests have been actioned. This is one of the requirements of the Privacy Act 2020.
3. No club should be mass mailing to personal email addresses, other than their own members or those who have opted in.

It is not appropriate to send emails to non-club members, unless you can show they have clearly opted into an email database that is relevant to the email being sent out.

For example: If you need to send an email to those registered in a tournament to update information about the tournament, the email must be sent out as below, must be solely about the tournament, and the email addresses must NOT be saved or used for any other purpose.

4. Personal email addresses should NEVER be able to be viewed in a group email.

Do not put the list of emails in the TO or CC line. If you are not using a group email programme (like mail chimp or similar) you should use the BCC line that sits below the CC line, or you risk breaching the Privacy Act 2020.

5. Click here to find out how to [Enable the 'Bcc' field in Outlook.](#) Only send the information ONCE and be really clear in the subject line.

Include a subject such as: 'Upcoming Tournament Information for xxxxxx,' so the recipient knows what it is and what to do with it.

Nobody appreciates an email box filling with spam. Abuse this, and face the risk of receipt fatigue, reports of spam and future emails being deleted before they are read.

**If you have any queries on any of the content, please contact:**

**Anne Barrowclough [anne.barrowclough@nzbridge.co.nz](mailto:anne.barrowclough@nzbridge.co.nz) to discuss.**