University of Florida Alumni Association, Inc.
Membership Benefits and Marketing

Policy #: 6.05
Effective Date: November 15, 2008
Responsible Department: Membership and Marketing

1. PURPOSE

To set forth the basis for entering into arrangements for marketing and membership benefits.

2. APPLICABILITY

All agreements entered into by or on behalf of UFAA involving membership benefits or the use of UFAA member data.

3. POLICY

UFAA may use name and address information (including email) to contact members directly to offer special benefits or to otherwise further the mission of UFAA.

Contact information may be provided occasionally to select vendors who support the UFAA mission or who provide special benefits (such as discounts on their products and services) to members, under specifically limited contractual arrangements that include confidentiality protection of the data. Contact information will never be shared for use by third parties for political purposes.

All marketing and member benefit agreements by or on behalf of UFAA, in addition to providing a benefit to members or otherwise supporting the University of Florida and UFAA missions, must also be appropriate and not be in conflict with or reflect negatively on UFAA, the University of Florida, or any University-affiliated organizations.

4. CLARIFICATION

Requests for clarification of this policy should be sent to the Executive Director/Secretary (dnias@ufalumni.ufl.edu).

Certified as approved by the UFAA Board of Directors on: November 15, 2008.

Danita D. Nias, Executive Director/Secretary

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