



Church Email Policy Statement

At Calvary Church, we are committed to maintaining the privacy of individuals within our congregation. As we promise every Sunday morning, we will not use private information supplied to us in inappropriate ways such as adding them to mailing or spam listings without prior consent. This includes email communications sent out by Calvary Church.

Members and guests at Calvary Church have the option to sign up to receive specified information from the church. They should receive no additional information than what they have requested and they have the option to opt out of receiving additional information at any time.

Effective October 15, 2008, the following rules will be instituted in accordance to this policy:

1. Individuals who subscribe to the Calvary *e.Chronicle* will only receive the *e.Chronicle*. Information staff members wish to get out to the congregation will need to be integrated into the *e.Chronicle* newsletter, not sent as a separate email. The new layout of the newsletter should facilitate such information release.
2. Since the *e.Chronicle* list is the most comprehensive church-wide list, exceptions to Rule # 1 will be special emails sent from Pastors Bob Thomas or Sam Earp that are of high importance and target the entire congregation. Other email blasts will be limited to one email blast per month that targets the whole congregation and must be approved by Bob Thomas or Sam Earp and the Communications Director.
3. Additional email lists (such as the *Global Outreach News* or Women's List) may be established for an annual fee (based on per 100 subscribers). These email lists must be managed on a **subscription only** basis. Previously managed databases may not be used as a base to build an email list. Staff may elicit sign-ups from a database, but permission must be granted from an individual before adding him/her to an email listing. In doing so, staff must make available in writing the purpose of the list and frequency of emails sent. For example, is the subscriber signing up for a bi-weekly newsletter (as is the case for *Global Outreach News*) or is she signing up to receive special event notices that are sent sporadically (as is the case for the Women's List).
4. All emails sent from Calvary Church must include an opt-out option for individuals who no longer wish to receive that information from Calvary Church. Opt-outs must be respected without exception.

It is the policy of Calvary Church to respect the wishes of individuals in what communication methods they prefer and receive.

Please report any abuse of this policy to the Communications Department.

CALVARY CHURCH LOS GATOS

16330 Los Gatos Boulevard, Los Gatos, CA 95032 | 408.356.5126 | www.calvarylg.com