

CEC E-mail Management and Opt-Out Policy (*updated January 2011*)

The intent of this primer is to share CEC’s method of e-mail management and help Divisions, Subdivisions, State/Provincial Units, and Chapters understand the CAN-SPAM Act and what we must do to abide by it.

Currently, CEC has only one “opt-out” option in our database – we do not have the capability for members to specify what types of information they would like to receive. If, for example, someone would like to receive *CEC Today* only, but not information on conferences and books, we don’t have the ability to segment that information.

Because we do not have the option to specify the type of “opt-out” a member prefers, we have chosen to take a conservative approach to our response to the law that affects this type of activity (the CAN-SPAM Act of 2003; see more below). That is, upon request, CEC will completely unsubscribe a person from all further e-mail communication.

Asking members to “opt-in ” to your e-mail communications is one route you may take, but this can be tricky and must be managed very carefully. According to the law, people may receive an e-mail offering them the chance to opt-in, but if there is no response or if the member requests to opt out, you may not e-mail them again.

Please understand that when someone opts-out from general CEC e-mails, they will not receive any future e-mails from CEC. When you request a membership list from us, you will receive two lists:

- One list with general contact information (name, organization, mailing address, telephone, and e-mail address) for your members who have not opted-out of e-mail. If they do not have an e-mail address on their membership record, that field will be blank.
- Another list with general contact information (name, organization, mailing address, and telephone) for those members who have chosen to opt out of e-mail. You will need to use other methods (mail, phone, or fax) to communicate with those members—especially if it is about something that is a right of membership (i.e., voting in your election for officers).

If you are using e-mail software, the recipients will not be able to see or know who the other recipients are. When you are sending directly from Microsoft Outlook, please **bcc (blind carbon copy)** your total list and send the e-mail to a generic person at the Division, Subdivision, State/Provincial Unit, or Chapter, such as yourself. We do not recommend utilizing Outlook for large e-mails (several hundred recipients or more).

Anti-Spam Requirements

Be aware of the provisions of the CAN-SPAM Act of 2003. By law, members must have an opportunity to opt-out of receiving e-mails from you. *Consumer opt-out requests (or unsubscribes) need to be honored within 10 days.* More information can be found at:
<http://www.ftc.gov/bcp/edu/microsites/spam/business.htm>.

You must also include a disclaimer at the bottom of the e-mail. (See example below.) The language should resemble this statement and identify your Division, Subdivision, State/Provincial Unit, or Chapter and how people can unsubscribe.

“You are receiving this message because CEC believes you will benefit from this communication. You are not receiving this message because you are subscribed to an electronic list. Please note: If you opt-out, you will not receive any member communications from CEC. [To unsubscribe, click here.](#)” [SEE BELOW FOR DETAILED INFORMATION ON HOW TO SET UP THIS LINK.]

Using CEC’s online e-mail unsubscribe in outgoing e-mails

Simply include the following link and URL at the end of every e-mail, replacing the “XXXX” at the end of the URL with your Division or Subdivision acronym, State/Provincial Unit abbreviation, or Chapter number.

[To unsubscribe, click here](#) or copy and paste the address below into your Web browser.
http://www.cec.sped.org/ScriptContent/Custom/email/unsubscribe.cfm?section=about_cec&emsource=XXXX

Example for Divisions

[To unsubscribe, click here](#) or copy and paste the address below into your Web browser.
http://www.cec.sped.org/ScriptContent/Custom/email/unsubscribe.cfm?section=about_cec&emsource=DLD

Example for Subdivisions

[To unsubscribe, click here](#) or copy and paste the address below into your Web browser.
http://www.cec.sped.org/ScriptContent/Custom/email/unsubscribe.cfm?section=about_cec&emsource=VADEC

Example for State/Provincial Units

[To unsubscribe, click here](#) or copy and paste the address below into your Web browser.
http://www.cec.sped.org/ScriptContent/Custom/email/unsubscribe.cfm?section=about_cec&emsource=MD

Example for Chapters

[To unsubscribe, click here](#) or copy and paste the address below into your Web browser.
http://www.cec.sped.org/ScriptContent/Custom/email/unsubscribe.cfm?section=about_cec&emsource=0470

Contact:

Justin Prevatte
Y ebmaster
Council for Exceptional Children
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