

SOCIETY POLICY

DISTRIBUTION OF MAILING LISTS

I. PREFACE

- A. Article C2.1.1 states in part: "The purposes of this Society are to: Promote the art, science and practice of mechanical and multidisciplinary engineering and allied sciences Promote the exchange of information among engineers and others ..."
- B. One means for fulfilling these purposes is making available the Society mailing lists, which may include postal addresses, email lists, and/or telephone numbers in order to distribute information concerning meetings and educational courses, member benefits, and technical and professional products and services to ASME members and other affiliated parties.
- C. In order to address and comply with various privacy laws, this policy also outlines methods to effectively comply with requests to report on third parties who with ASME shares identifying information.

II. PURPOSE

- A. To provide coordinated procedures for approving the use of the Society mailing lists for the distribution of literature and materials pertaining to meetings and conferences, educational courses, exhibitions, member benefits and other such technical and professional products and services.
- B. To provide procedures designed to promote and protect the interests of ASME and its members and other affiliated parties.
- C. To present procedures and guidelines to mitigate the risk of misuse.
- D. To provide coordinated procedures for requesting society lists containing personal and/or professional information, and for tracking such requests and the associated intended usage.

III. POLICY

- A. Mailing lists will be provided only for the dissemination of information concerning meetings and courses, approved member interests programs and technical and professional products and services that relate to the technical and professional interests of ASME members and other affiliated parties.

B. The email addresses of ASME members shall only be provided to approve third party organizations that provide ASME products or services. Approval shall be made by the Membership staff.

C. No ASME mailing list may be supplied to an outside organization when a similar event, open to the general membership, is scheduled by a unit of ASME within three months of the event (either before or after) for which the mailing list has been requested.

D. ASME Mailing lists may be supplied to outside organizations whose product or service is not in direct competition with those products and services offered by ASME as determined by the appropriate business unit of the Society.

E. The Media Sales staff shall be responsible for compliance with all applicable laws and for execution and compliance with this Society Policy and Society Policy P-12.14.

F. Each instance when an ASME Member or constituent name and information are shared with third parties, that information will be captured so we can comply with privacy law requests.

G. Society members and other constituents may have their names deleted from mailing lists supplied to outside organizations.

IV. PROCEDURE

- A. The responsibility for requesting from the applicable unit(s) of the Society, approval to rent, sell, or lend mailing lists shall rest with the Media Sales Staff.
- B. Requests from outside agencies or organizations for mailing lists for the distribution of externally generated materials or literature shall be made using the signed List Rental Agreement attached to this Society Policy.
- C. The rental request and/or purchase order must contain a sample promotion or program outline prior to the rental of the mailing list.
- D. A restrictive statement prohibiting the reproduction of the mailing list shall be included with every mailing list that is distributed.
- E. A Society member or affiliated party who desires to have his/her name or other information deleted from the mailing lists rented to outside organizations may submit a written or electronic request at any time or may check the appropriate block when returning the annual dues statement.

Responsibility: Board of Governors

Reassigned from Knowledge and Community Board
Reassigned from Council on Member Affairs/Council on Education 6/1/05

Adopted: January 14, 1977

Revised: June 14, 1978
June 10, 1983
June 15, 1984
September 10, 1986
(editorial changes 8/88)
(editorial changes 9/89)
(editorial changes 8/93)
June 9, 1999
March 17, 2001
June 1, 2005
(editorial changes 7/12)
February 12, 2015

List Rental Agreement

To: ASME
Two Park Avenue
New York, NY 10016-5590

Fax: (212) 591-7143
ASME Job#_____

Program/Offer:_____

Please review the following Terms and Conditions Agreement the buyer must adhere to when renting ASME lists. This document must be reviewed, signed, and returned to ASME's Services prior to the release of any ASME Mailing List. Lists will be held until the signed document is received by ASME. This list is monitored. Violation of the terms outlined in the List Rental Agreement will result in further action.

Terms & Conditions

We understand this list is provided in confidence and the names are the property of ASME.

We understand that only the information approved by ASME can be included in the mailing piece.

We understand that it is our responsibility to insure compliance with all of the laws of the United States as well as the laws of each of the countries in which members included on the list reside.

We and our service organizations further agree that all the names and addresses furnished to us:

- are provided to us on a rental basis for a single one-time mailing only. **Multiple mail dates must be approved**
- will be used only for the program for which the list was supplied.
- will not be copied, reused, sold, or used by anyone other than ourselves.
- will be mailed on the date specified in the written order.

We and our service organizations agree NOT to:

- use for any other mailing other than that approved by ASME
- enhance our house files by using names/addresses or other information from the rented list.
- retain "change of address" information or "address correction" requests on rented lists for any purpose.
- use any method to detect, alter, or eliminate any decoy names.
- add telephone numbers to rented lists.
- use rented lists for telemarketing, personnel, or membership recruitment.

We recognize that ASME's approval of a specific mailing program does not guarantee approval of future requests.

Today's
Date _____
Company's
Name _____
Your
Signature _____
Your
Title: _____
Your Mail
Date: _____

(If no mail date is listed, mailing is assumed completed 35 days from shipping date. Please advise of all changes in mail dates.)

Attention: Tax Exempt Organizations

We are required to determine if the Internal Revenue Service classifies renters of our mailing lists under Internal Revenue code Section 501c3. If you are so classified, please supply this information:

Federal EIN: __ - _____