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CCMG POLICY ON ELECTRONIC COMMUNICATION

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Approved by the CCMG Board of Directors: March 6, 2017

Purpose: This policy provides guidelines on when requests for electronic communication to the CCMG membership require payment of the CCMG 'eblast' fee, and when these will be circulated without charge.

Background:

- The CCMG periodically receives requests to electronically circulate information to the membership that is not initiated as part of CCMG, Board of Director (BoD), or Committee business, but may be of interest to the CCMG membership.
- These requests may include, but are not limited to: research being conducted by CCMG members or other professionals, such as Genetic Counsellors, including request to distribute surveys, requests to identify potential study participants, etc; information regarding expansion of testing available at public or private laboratories; information relevant to patients, such as new treatments, etc.
- Currently, these requests require review by the Management office and the volunteer BoD Executive to determine appropriateness for distribution. If deemed appropriate, the Management office must brand, add a disclaimer, and triage distribution of the request, taking time and resources away from CCMG business.

Policy: The CCMG BoD supports communication and distribution of non-commercial information to the CCMG Membership. The CCMG has a fee-based framework in place, allowing individuals or organizations access to the CCMG membership by requesting distribution of electronic information (eblast); this framework appropriately recoups the associated distribution costs. Any individual or organization making a request for electronic distribution of information to the CCMG Membership, other than falling under CCMG BoD or Committee business, must pay the eblast fee in order to access these services. In exceptional situations, the CCMG BoD may waive the required fee if the materials are deemed to be of direct benefit to the Membership or public good. Requests approved for distribution will be distributed with language expressly stating *that "the CCMG has not endorsed the circulated materials, information or project. The content is the responsibility of the author(s) and does not necessarily represent the official views or opinions of the College."* Further, the CCMG BoD reserves the right to deem a request for electronic communication to CCMG Members as inappropriate or contrary to CCMG policy, and thus refuse the request.