

VPAR Operations Manual

Use of VPAR Membership List.

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A. Mailing List/Commercial Use. The Association's membership list may be rented to members and others on a limited basis for commercial purposes. "Commercial use" shall be defined as any use in which the user could directly gain financially from the use of the membership list. Rental of the **Membership List shall include member name, firm name and preferred mailing address only**. Under no circumstances will email addresses be provided to any party for commercial use. Requests for renting the membership list must be in writing and include a copy of the material to be mailed. Requests shall be evaluated by the CEO or senior staff member designated by the CEO and shall be approved by the CEO.

Requests that meet the following criteria may be approved:

1. The product, service or information must be clearly related to the real estate industry.
2. The product, service or information must be consistent with the philosophies, purposes, policies, practices and interest of the Virginia Peninsula Association of REALTORS®.
3. The individual or organization requesting the mailing list must demonstrate the ability, experience, intent, and capability to deliver the product, service or information as represented. The information required may include appropriate financial references, or other sources of assurances deemed necessary by the Association.

Lists other than the Association's membership list may be rented on a limited basis for commercial purposes. Requests for renting lists other than the membership list must be received in writing and include a copy of the material to be mailed. Requests shall be reviewed by CEO or senior staff member designated by the CEO.

Each year the CEO or senior staff member designated by the CEO will review the price structure for rental of the membership list or other lists owned by the Association and present a price structure to the Board of Directors for its approval. The price structure shall contain costs on a per name basis, set a minimum charge and set a charge per selection criteria. The price structure shall also set a limit on the number of times a list may be used. This section shall not be construed to limit the ability of VPAR to enter into an agreement whereby VPAR receives goods, services or other compensation of equivalent or greater value as compensation for rental of a list.

Rental of mailing list shall not constitute an endorsement or warranty by VPAR.

B. Mailing List/Non-Commercial Use. "Non-Commercial Use" shall be defined as any use in which the user will not directly gain financially from the use of the list provided. Requests for the use of the membership list must be in writing and include a copy of the material to be mailed. Requests shall be evaluated by the CEO or senior staff member designated by the CEO and shall be approved by the CEO. Requests that meet the following criteria may be approved:

1. The use must clearly relate to the real estate industry.
2. The use must not be inconsistent with the philosophies, purposes, policies, practices, and interests of the Virginia Peninsula Association of REALTORS®.
3. The individual or organization requesting the mailing list must demonstrate the ability, experience, intent and capability to deliver the product, service or information as represented. The information may include appropriate financial references, or other sources of assurances deemed necessary by the Association.

C. Member Board & Officer Candidates. The Association's membership list will be supplied, if requested by a VPAR member who has properly filed their candidacy for VPAR Officer, Board of Director, VAR or NAR Officer or Director, solely for the use of promoting their candidacy.

D. Political Candidates. The Association Membership List owned by the Association may be used to support a political candidate only if that candidate has received, at the appropriate level, an endorsement of the VPAR Public Policy Committee. The use of a list for this purpose must be authorized by the CEO or senior staff member designated by the CEO.

E. Use by REALTOR® Members. The membership list may not be used to recruit agents or brokers from another firm, and will not be used for that purpose by any other REALTOR® association.

Electronic Mail Privacy

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VPAR values, and commits to preserve, the privacy of its members, and to protect them from unwanted solicitations and other invasions of privacy. To that end, **VPAR and its employees will not, under any circumstances, sell, offer or otherwise distribute or make available the personal or company email address of any individual member or member firm to any individual or entity, including members of VPAR, charities, political associations or candidates, vendors, contractors or affinity partners.** VPAR will obtain from all individuals and entities with whom VPAR deals and who might have access to such email addresses the contractual commitment to abide by this policy.