

The Catholic Women's League of Canada
Alberta Mackenzie Provincial Council

COMMUNICATIONS

November, 2016 Communique #5



One Heart, Once Voice, One Mission

TO:	Diocesan Chairpersons of Communications
CC:	Provincial Executive (for information)
CC:	National Chairperson of Communications (for information)
CC:	Webmaster (for information)
FROM:	Annette deBoer, ABMK Provincial Chairperson of Communications

Sisters in the League,

We all want to communicate. We all NEED to communicate, especially with each other about League matters. However, we also have an obligation to use the personal information, including contact information like phone numbers and email addresses that we receive from our members, with respect for their privacy and concern for the reputation of the League.

Contact information for CWL members is often shared at a council level, and with higher levels in order to facilitate the transfer of information to our members. It is imperative that this contact information, especially email addresses, are used appropriately and with due care and attention only to pass along information relevant to the CWL at the level to which it is being forwarded, such as CWL sanctioned events or notices, including CWL sanctioned calls to action.

Please see the **National Manual of Policy and Procedure, Appendix 1: Privacy Policy** for the CWL official guidelines on the use of personal information.

Many individuals and councils have set up email accounts that include the letters "cwl" in the address. This is generally done to distinguish between an individual's personal email and CWL email accounts, and in the case of the Provincial Council, for instance, is done so that the email address (abmkprovcommunications@gmail.com for the Communications Chair as an example) can be passed forward to allow continuity as the next chairperson is elected. There is nothing wrong with including "cwl" in your email address for this purpose.

However, when emails are forwarded using a CWL specific email address, it can lead the recipient to believe that the email content is sanctioned by the CWL at some level. In the case of a recently forwarded request, the email included a request to sign a petition that was started and signed by a Canadian political party. The email recipient found this email offensive and was disturbed that it came from a "cwl" address, and had been sent to the member's address obtained through interaction within the CWL. It gave the appearance of being a CWL sanctioned petition, which it was not.

Please:

DO NOT share member information with any 3rd party organization without the member's explicit consent.

DO NOT forward information which is political in nature unless it has been specifically approved by the CWL at the appropriate level. If unsure, please contact your parish / diocesan / provincial president for guidance.

DO share appropriate information with your members:

- † CWL Meeting Agendas and Minutes
- † CWL notices or special requests for your council
- † CWL communiques from all levels
- † CWL Calls to Action at all levels
- † Information from 3rd parties, where it is appropriate and relevant to CWL initiatives and maintains the same ethical and moral view as the CWL (i.e. pro-life organizations which reflect the Catholic belief in the sanctity of life from conception to natural death)

As an additional step to maintaining the privacy of member email addresses National and Provincial officers have begun to use the “bcc” protocol. Emails are sent out with recipient addresses listed under the “bcc” rather than the “cc” or “to” address modes. The purpose is so that if an email is forwarded, email addresses will not be included and inadvertently sent to people who should not have them.

Within the message include a list of all to whom the message has been sent. A sample format is listed below:

Sent “bcc” to:

Diocesan Presidents

Diocesan President Elects

Parish Presidents

Our members trust us with their personal contact information because they want to stay informed. We have an obligation to maintain that trust by ensuring we use their information appropriately.