

HIGH DESERT RESIDENTIAL OWNERS ASSOCIATION, INC.

HIGH DESERT E-MAIL DATABASE POLICY

As of February 14, 2005

Authority

This policy is adopted in accordance with Section III C, Paragraphs 3.16 and 3.17, of the HDROA By-Laws which set forth the general powers and duties of the Board of Directors with respect to the administration of the Association's affairs.

Background

The residents of High Desert have been invited to submit their personal e-mail addresses to the Association for inclusion in a High Desert E-Mail Database ("Database") broken down by Village. The announcements and solicitations for the Database included assurances that it would include privacy protection and security features and that it would be used solely for the purpose of enabling Voting Members to provide pertinent communications to homeowners in their respective Villages. In support of those assurances and to ensure consistency of future practices, this policy establishes the specific rules and guidelines that will be applied by the Association to administer the Database and govern its use.

General Rules

The following are the general rules for the maintenance and use of the Database:

1. The Database is the exclusive property of the Association and shall be maintained in a secure and confidential electronic format solely by the Association Manager or by a designated alternate as may be determined from time to time by the Board of Directors. It shall be kept entirely separate from the Security Alert E-Mail Database, for which residents have provided e-mail addresses solely for the purpose of receiving security alerts from the Association Manager and for which separate privacy protection assurances have been made.
2. Individual e-mail addresses comprising the Database shall not be released to any person, including Directors.
3. All communications proposed for distribution through this Database shall be reviewed by the Association Manager for compliance with the Guidelines for Communication set forth in the following section. In the event of a disagreement on the interpretation of the Guidelines, the requesting Voting Member may ask the Board of Directors for a review. The determination of the Board in such cases shall be final and binding on all parties.

4. Village mailing lists compiled from this Database must be encoded in such a way that the individual names or addresses of recipients are not inadvertently disclosed to other recipients when a communication is sent.
5. Mailings from a Voting Member using this Database are restricted to the participating residents of his/her own Village. Additionally, communications must be distributed to the entire list of addresses for that Village and may not be selectively applied or further segmented.
6. The following disclaimer shall be added at the bottom of each communication sent:

***Please Note:** This communication has been sent to you at the request of the Voting Member(s) representing your Village. The content of this message is solely the responsibility of the Voting Member(s) and does not represent the official position of the High Desert Residential Owners Association, nor of its officers or directors. Should you no longer wish to receive communications like this from your Voting Member(s), please e-mail the Association Manager (see <http://www.highdesertliving.net/contact/contact.htm>) to request that your name be removed from the distribution list.*

Guidelines for Communication

The primary purpose of the Database is to facilitate and foster positive communications between Voting Members and the residents of the Village they represent. In keeping with that spirit, it is expected that communications will be:

- Informative,
- Factual,
- Balanced, presenting all sides of controversial issues, and
- Pertinent to the residents of that Village

Examples of the types of communications that meet these expectations are:

1. Announcements of neighborhood meetings and social events.
2. Reports on the results of Voting Member meetings or other Association activities.
3. Forwarding of security alerts or other information received from the Association.
4. Solicitation of volunteers for community projects.
5. Reminders of forthcoming events, such as Village elections.
6. Explanations of HDROA policies and rules affecting the Village.

7. Requests for community input on issues upon which the Voting Member may be required to vote.

By the same token, communications containing the following would be deemed generally unacceptable under these guidelines:

1. Advertising, promotion, or solicitation for any commercial product or service.
2. Political advocacy for or against any candidate or public issue.
3. Personal attacks upon any individual or upon any official body of the Association.
4. Personal complaints or opinions on Association policies or issues presented without recognition of competing viewpoints.
5. Inappropriate or pejorative language.

ADOPTED BY UNANIMOUS CONSENT OF THE BOARD OF DIRECTORS ON
FEBRUARY 14, 2005.