



May 2023

## **EMAIL PRACTICES**

### **1. Purpose**

La Leche League Canada provides LLLC specific email addresses, via Google, to each accredited Leader and group as a means of communication for LLLC purposes. All Leaders shall comply with all federal and provincial laws. All Leaders shall specifically comply with:

1. *Canada's anti-spam legislation (CASL)*;
2. *Canada Not-for-Profit Corporations Act (CNCA)*;
3. *Personal Information Protection and Electronic Documents Act (PIPEDA)*; and,
4. All federal and provincial privacy laws.

### **2. Terms of Use**

The following shall govern the use of the LLLC email accounts assigned to Leaders:

1. The LLLC email account is to be used solely for the purposes of LLLC duties. The account shall not be used for the following purposes:
  - a. Personal use;
  - b. Professional use; or,
  - c. Other volunteer organizations.
2. No Leader credentials shall appear in the content of any emails nor the email signature aside from their status as a Leader or a position held within LLLC (ACL, Director, etc.).
3. A Leader's LLLC email address is the only one that can be used to access the LLLC Google Drive, so Leaders will not be able to access certain documents and functions without using their LLLC email account.
4. By the Annual Meeting of Members of 2023, all Leaders will be asked to use only their LLLC email addresses for LLLC communications.

### **3. Privacy**

Personal information received in LLLC emails of a personal nature shall be kept strictly confidential and never forwarded to others without express permission from the sender. The information shall be treated like a Leader Log.

LLLC reserves the right to review LLLC email accounts at any time.

### **4. Language and Communication Style**

Leaders must communicate by LLLC email in a professional and courteous manner. Discriminatory language of any kind will not be tolerated and may result in disciplinary action by the Board. Grounds for discrimination can include: race, national or ethnic origin, colour, religion, age, sex, sexual orientation, gender identity or expression, marital status, family status, disability, genetic characteristics, or a conviction for which a pardon has been granted or a record suspended.

### **5. Harassment**

If a Leader receives an email that is threatening or harassing, the Leader must immediately forward this to their Area Coordinator of Leaders (ACL), and/or the Administrator of Leaders (AL), along with the Board of Directors. The Leader should also contact the police if they feel that it is necessary for any reason. If the police are called, the Leader must inform the Board of Directors as soon as possible.

### **6. Reporting Abuse and Dangerous Conditions**

If a parent expresses a risk to themselves, their child(ren), or others, the Leader must immediately call 9-1-1 or their local child protection agency and inform the Board by email as soon as possible. See *LLLC Child Protection*.

### **7. LLLC Email Signature**

An acceptable LLLC email signature may include the following information only:

Leader name  
Pronouns (she/her, he/him, they/their, etc.)  
LLLC positions (Leader, ACL, ACLA, Director, etc.)  
Leader's phone number and/or email address  
Group name

Territorial acknowledgement

Links to LLLC social media accounts and/or group webpage

LLLC logo

Information re: donating and/or link to group or national LLLC donation webpage

## **8. Eligibility**

All accredited Leaders shall receive a unique LLLC email account upon accreditation and have access to the Group LLLC email assigned to the group that the Leader is affiliated with. Upon retirement or discreditation, a Leader's email shall be closed, and all emails deleted.

The part of the LLLC email address before the "@" symbol is strongly suggested to contain the Leader's first name. This part of the LLLC email address may be changed at any time, up to twice a year.

## **9. Email Distribution Lists**

LLLC Leaders and Leader Applicants must adhere the following requirements when sending out group communications:

1. Email and contact information for anyone being contacted must be stored in the LLLC gmail account. Group distribution lists can be created within the LLLC gmail account.
2. When sending the email, all recipients must be blind carbon copied (bcc'ed) to protect all recipient information.
3. All "unsubscribe" requests must be communicated to the National Office at office@lllc.ca.

The following text must appear at the bottom of each email: "If you no longer wish to receive communications from La Leche League Canada, please reply to this email indicating this request."

## **10. External Email Distribution Lists**

LLLC Leaders and Leader Applicants must adhere to the following requirements when using an external email distribution service.

1. Leaders are permitted to use Cyberimpact (<https://www.cyberimpact.com/en/>) for email distribution purposes. CyberImpact's geographic location and data integrity policies allows information to be managed in adherence with LLLC's privacy obligations.

2. The use of other external email distribution lists are strictly prohibited as they do not comply with LLLC's privacy requirements. Some of the privacy concerns include the fact that external email distribution companies may reserve the right to contact the email addresses provided, resulting in a breach of confidentiality.

*(November 2020; November 2021; May 2023)*