

## **SOCIETY POLICY**

### **DISTRIBUTION OF MAILING LISTS**

#### **I. PREFACE**

- A. Article C2.1.1 states in part: "The purposes of this Society are to: Promote the art, science and practice of mechanical and multidisciplinary engineering and allied sciences .... Promote the exchange of information among engineers and others ..."
- B. One means for fulfilling these purposes is making available the Society mailing lists in order to distribute information concerning meetings and educational courses, and technical and professional products and services.

#### **II. PURPOSE**

- A. To provide coordinated procedures for approving the use of the Society mailing lists for the distribution of literature pertaining to meetings and conferences, educational courses, exhibitions and other such technical and professional products and services.
- B. To provide procedures designed to promote and protect the interests of ASME and its members.

#### **III. POLICY**

- A. Relating to Technical Meetings and Educational Courses
  - 1. Mailing lists will be rented only for the dissemination of information concerning meetings and courses that relate to the technical and professional interests of the members.
  - 2. Approval of Rental of Mailing Lists
    - a. Approval for rental of technical division mailing lists must be granted by the appropriate technical division, subject to the limitations of subparagraphs III.A.3 and III.A.4.  
  
A technical division may give blanket approval for the use of its list(s) to the responsible staff support for that technical division.
    - b. Approval for rental of district and/or section mailing lists must be granted by the appropriate district and/or section, subject to the limitations of subparagraphs III.A.3 and III.A.4.

A district and/or section may give blanket approval for the use of its list(s) to the staff support.

3. No ASME mailing list may be supplied to an outside Organization when a similar event, open to the general membership, is scheduled by a unit of ASME within three months of the event (either before or after) for which the mailing list has been requested.
4. Society members may have their names deleted from mailing lists supplied to outside organizations.
5. To provide a coordinated procedure for approving the use of the mailing lists of the Society all requests shall be submitted to the Services Staff.

B. Relating to Approved Members Interests Programs

1. Requests from vendors for rental of the ASME mailing list in support of membership benefits programs that are approved by the Knowledge and Community Board on Programs and Activities shall be submitted to the Services Staff.
2. Society members may have their names deleted from the mailing list supplied.

C. Relating to Technical and Professional Products and Services.

1. ASME Mailing lists may be supplied to outside organizations whose product or service is not in direct competition with those products and services offered by ASME as determined by the Services Staff.
2. An appeal to modify the decision of the Services Staff may be made in writing to the Executive Director or Assistant Treasurer.
3. The Executive Director or Assistant Treasurer will decide following consultation with the appropriate unit of the Society. The decision of the Executive Director or Assistant Treasurer shall be final.
4. Society members may have their names deleted from mailing lists supplied to outside organizations.
5. To provide a coordinated procedure for approving the use of the mailing lists of the Society all requests shall be submitted to the Services Staff.

**IV. PROCEDURE**

- A. A Society member who desires to have his/her name deleted from the mailing lists rented to outside organizations may submit a written request at any time or may check the appropriate block when returning the annual dues statement.

- B. Requests from outside agencies for mailing lists for the distribution of externally generated literature shall be made using the signed List Rental Agreement attached to this Policy.
- C. The responsibility for requesting from the applicable unit(s) of the Society, approval to rent, sell, or lend mailing lists shall rest with the Services Staff.
- D. The rental request and/or purchase order must contain a sample or program outline prior to the rental of the mailing list.
- E. No ASME mailing list shall be supplied to an outside organization when a similar event is scheduled within a three month period (either before or after) by a section, district, technical division, or Society unit of ASME as shown on the ASME Calendar of Events available at the time the mailing list is processed.
- F. A restrictive statement prohibiting the reproduction of the mailing list shall be included with every mailing list that is distributed.
- G. The Services Staff shall be responsible for compliance with this Society Policy.

Responsibility: Knowledge and Community Board of Directors

Reassigned from Council on Member Affairs/Council on Education 6/1/05

Adopted: January 14, 1977

Revised: June 14, 1978  
June 10, 1983  
June 15, 1984  
September 10, 1986  
(editorial changes 8/88)  
(editorial changes 9/89)  
(editorial changes 8/93)  
June 9, 1999  
March 17, 2001  
June 1, 2005/change in responsible unit

### List Rental Agreement

To: Mr. John Panza  
 ASME Professional Development  
 Three Park Avenue  
 New York, NY 10016-5590

Fax: (212) 591-7143

ASME Job# \_\_\_\_\_

Program/Offer: \_\_\_\_\_  
 \_\_\_\_\_

*Please review the following Terms and Conditions Agreement the buyer must adhere to when renting ASME lists. This document must be reviewed, signed, and returned to ASME's Professional Development Department Services prior to the release of any ASME Mailing List. Lists will be held until the signed document is received by ASME. This list is monitored. Violation of the terms outlined in the List Rental Agreement will result in further action.*

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#### Terms & Conditions

*We understand this list is provided in confidence and the names are the property of ASME.*

*We understand that only the information approved by ASME can be included in the mailing piece.*

*We and our service organizations further agree that all the names and addresses furnished to us:*

- are provided to us on a rental basis for a single one-time mailing only. **Multiple mail dates must be approved**
- will be used only for the program for which the list was supplied.
- will not be copied, reused, sold, or used by anyone other than ourselves.
- will be mailed on the date specified in the written order.

*We and our service organizations agree NOT to:*

- use for any other mailing other than that approved by ASME
- enhance our house files by using names/addresses or other information from the rented list.
- retain "change of address" information or "address correction" requests on rented lists for any purpose.
- use any method to detect, alter, or eliminate any decoy names.
- add telephone numbers to rented lists.
- use rented lists for telemarketing, personnel, or membership recruitment.

*We recognize that ASME's approval of a specific mailing program does not guarantee approval of future requests.*

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Today's

Date \_\_\_\_\_

Company's  
Name \_\_\_\_\_  
Your  
Signature \_\_\_\_\_  
Your  
Title: \_\_\_\_\_  
Your Mail  
Date: \_\_\_\_\_

(If no mail date is listed, mailing is assumed completed 35 days from shipping date. Please advise of all changes in mail dates.)

**Attention: Tax Exempt Organizations**

We are required to determine if the Internal Revenue Service classifies renters of our mailing lists under Internal Revenue code Section 501c3. If you are so classified, please supply this information:

**Federal EIN: \_\_ - \_\_\_\_\_**