



We power independent schools.™

MISBO Consortium Partner Email Usage Policy

At MISBO, we believe in meaningful connections, not inbox invasions. We're excited to provide you with valuable contacts through our monthly spreadsheet, but here's the deal—**emails will not be included** in that list. Why? Because we want to ensure that our members receive relevant, personal communication—not mass marketing blasts they didn't sign up for.

Here's What You Can Do

- If a member personally provides you with their email, feel free to reach out—just keep it **one-to-one and personalized** (no bulk sends, no sneaky mail merges).
- If you receive an email from MISBO—such as from a webinar attendee or live event attendee—you may contact them, but again, let's keep it professional and personal.

What You Can't Do

- Upload MISBO contacts into an email marketing system for mass emails.
- Send bulk messages to every MISBO member you've ever interacted with.

A Friendly Reminder About Federal Rules

The **CAN-SPAM Act** (yes, it's really called that) regulates commercial/promotional/transactional email communications. That means:

- You must have permission to send marketing emails.
- You must provide a clear way for recipients to opt out.
- Misleading subject lines and deceptive practices? Big no-no.

Failure to follow these rules isn't just bad etiquette—it can also lead to hefty fines. So let's keep it ethical, legal, and relationship-focused.

Thank you for partnering with us and respecting these guidelines!

Company
By:
_____ Signature
_____ Print Name
_____ Title
_____ Date Signed