

Data Use Sharing Policy

Data Uses

The data collected by FCAA is to be used to augment communications efforts with the industry. This would include current, past, and potential members. Additionally, the information obtained would be used to aid in the development of industry best practices as well as research.

Communication with Current Members

FCAA will use membership data to aid in targeting members to ensure messages are going out to the appropriate audience, as opposed to the entire membership. Targeting our marketing programs regarding industry information, grassroots mobilization, product/services promotion, etc. will allow us to create a personalized membership experience based on the unique needs of the member.

Communications with Past and Potential Members:

FCAA will use industry data to maintain communications with past and potential members. The goal will be to communicate the value of membership. The goal would be to convert them to become members or non-member customers of FCAA products and services.

Best Practices

Information collected that would contribute to the development of potential best practices will be used to create materials that would allow our members to operate their properties as efficiently and effectively as possible.

Industry Research

Access to internal and external data sources will aid in the development industry research as well as research tools. The work product would be used to add to the value membership, promote industry knowledge, aid in public policy discussions, and increase the prominence of the industry with members of the media.

Types of Data Sharing

The following is a brief outline on the conditions under which membership data is shared.

Class and Event Attendees Information can be shared with FCAA Premier Sponsors or Event Sponsors upon request.

Information provided to Premier and Event Sponsors for class and event sponsorship can include:

- Attendee Name*
- Attendee Title*
- Attendee Company*
- Attendee Property*
- E-mail*
- Attendees can opt-out of receiving sponsor marketing emails during the registration process for each class and event.

*As provided by attendees during the registration process

Sponsors of FCAA Classes and Events may be provided attendee contact information based on the information provided during the registration process. Event and Class attendees have the option to “opt out” of sharing their information during the registration process.

Data Sharing with Associate Members

Community Member information will be provided to current FCAA Associate Members in good standing upon request. Community Membership information that will be shared includes:

- Community Member Property Name
- Management Company
- Address
- Phone Number
- Unit Count

Membership data will not be shared with non-members. Access to member data is considered a benefit of membership to the First Coast Apartment Association.

Member Opt-Out

Members can opt out of receiving marketing emails from FCAA at any time by providing a request in writing to opt-out of all FCAA marketing emails. Members may also choose to “Unsubscribe” from all FCAA marketing emails directly by clicking “Unsubscribe” at the bottom of marketing emails. Even after unsubscribing or opting-out of marketing emails, members may still receive communication related to important advocacy efforts or legislative updates related to the industry as part of the their FCAA membership.

Data management for Members volunteering on the behalf of the First Coast Apartment Association

FCAA members volunteering in an official capacity for the association shall have limited access to additional member information, including email addresses solely for the purpose of promoting FCAA events, education programs, sponsorship opportunities, etc. Access is subject to approval by the applicable Committee, Chair and/or FCAA staff liaison.

Usage of additional member contact information, such as email addresses, is subject to the following conditions:

- Usage of emails/contact information provided must be in connection with a coordinated engagement, marketing, outreach, information or educational campaign with a clearly defined timeline and scope.
- FCAA staff liaison, or relevant staff member, will provide the contact information based on a list of targeted individuals or companies as identified within the scope of the campaign.
- FCAA staff liaison and/or other relevant FCAA staff members must be carbon copied “cc’d” on each email associated with the campaign. Committee Chairs may also request to be included on outgoing emails.

- At no time shall members volunteering on the association's behalf use this data for their own personal benefit, corporate benefit, or to promote external organizations or associations (Including NAA/FAA affiliated associations.)
- At no time shall emails be mass distributed (greater than 5 primary recipients at a time.)
- At no time shall volunteers upload aforementioned information/lists to non-FCAA affiliated their party entities included websites such as MailChimp, Constant Contact, etc.
- If at any time this policy is violated the Board of Directors, relevant Committee leader, and staff will be notified, and the member will be subject to sanctions or consequences deemed appropriate by the Board of Directors.