

**Standing Executive Committee Policy 500**  
**Faxes and Emails To Members**  
**Adopted August 22, 2003**

**Purpose**

It is important for the members of the Bar to be informed about matters relating to the judicial system and legal profession. To that end, the State Bar should provide efficient and effective communication with Georgia lawyers. At the same time, it is recognized that unnecessary or unwanted communications, especially blast faxes and emails, have a long-term adverse impact on effective communication. Therefore, this policy is designed to enhance communication by authorizing the use of faxes and emails for important information with appropriate limits on frequency and content. It is also intended to maintain compliance with Federal and state laws governing blast faxes and emails.

**Authorized Communications**

- (a) All Blast faxes are prohibited.
- (b) Emails are authorized as limited by this policy.
- (c) All communications shall be for the lawful purpose of the State Bar of Georgia.

**Authorized Users**

- (a) Supreme Court of Georgia, for any communication to all members;
- (b) Court of Appeals of Georgia, for any communication to all members;
- (c) State Bar President, for limited, significant Bar related matters to all members;
- (d) YLD President, for limited, significant YLD related matters to YLD members;
- (e) Board of Governors members, for communications with their Circuit's members;  
(In circuits which have two or more representatives on the Board, each communication shall reflect the view of the majority of the representatives. The intent is for a limited number of emails from the circuit's representatives as a group rather than multiple emails from individual Board members. If the members of a circuit are evenly divided with no majority viewpoint, no email should be sent. The Board members in each circuit may accomplish this by jointly prepared emails, by electing a single spokesperson for the group, or by any other method of their choice that accomplishes the intent of this policy.)
- (f) State Bar Sections and Committees, for communications from Section leaders with their Section members, but not for soliciting new members; and Committee chairs with their committee members;
- (g) Candidates for State Bar elected positions, for Officers of the State Bar or YLD, Board of Governors members, Executive Committee members, and ABA delegates (limited to contested races and no more than two (2) emails per election);
- (h) Administrative Office of the Courts, for use by individual courts to communicate with the lawyers practicing in the courts; and
- (i) Others, as approved by the Executive Committee for limited, urgent uses.

**All Users Must**

- (a) Not sell, give or otherwise redistribute the email addresses of the members;
- (b) Use format that eliminates downloading of data;
- (c) Use only for officially authorized Bar or judicial purpose;
- (d) Not be used for private, commercial purposes; and
- (e) Allow recipients to be removed from list.

## **Standards**

- (a) The subject line will include enough information so recipients can quickly determine if they want to delete the message without opening it. One subject per message is preferred.
- (b) The message will be brief, sometimes including instructions on where to get additional information. When applicable, web links may be included.
- (c) Attachments may or may not be included, depending on their number and size, and only upon final approval by the Bar's IT Department.
- (d) Each email message will include unsubscribe or opt out instructions. If a member opts out of receiving email messages, all email communications from all entities, including the State Bar, will stop. There will not be a way to selectively opt out receiving emails from any particular entity. This is especially important and should be noted in the opt out instructions.

## **Process**

- (a) Broadcast email messages are coordinated centrally by the Communications Department and are not to be sent by individuals, departments or entities. Because most emails are time sensitive, all participants in this process shall cooperate to perform their duties in a timely manner.
- (b) The entity wishing to send an email message drafts the message and submits it to the Chief Operating Officer for approval. The President and Executive Director are available for discussion when deemed appropriate by the Chief Operating Officer.
- (c) The Chief Operating Officer-approved email message is sent to the Communications Director and to Bar Counsel. After reviewing the email for compliance with law and State Bar rules/policies, Bar Counsel will advise the Communications Director of its findings.
- (d) The Membership Department is notified of the request so the email address file can be prepared.
- (e) The finalized email message and all related information are sent to the IT Department for distribution to the list.
- (f) The Executive Director and Chief Operating Officer are copied on all fax and email messages. The person(s) initiating the email request is also copied.

Note: Due to anti-spam measures and other email filtering software utilized by our membership, Internet Service Providers (ISP's), and the various data communications equipment which provides the routing of all equipment internet-related traffic, the State Bar cannot guarantee that every recipient listed in its email address database will successfully receive the email message instituted with the blast email procedures specified above.