

Pennsylvania Economic Development Association

Electronic Communications Policy

Last updated: March 12, 2024

Consent

The Pennsylvania Economic Development Association (“PEDA”) will only send mass emails to member and non-member contacts who have agreed to receive such communications through means explained at www.peda.org.

Content

Communications sent to member and non-member contacts will be clear, relevant, and respectful. They will provide value to recipients and adhere to PEDA’s brand standards and messaging guidelines.

Frequency

The frequency of mass emails will be reasonable and aligned with the expectations of member and non-member contacts.

Opt-Out Mechanism

Recipients will be provided with a clear and easy-to-use mechanism to opt out of receiving further communications. Opt-out requests will be promptly processed, and recipients will be removed from future messaging lists.

Data Protection

Customer contact information used for mass emails will be handled in accordance with PEDA’s privacy policy and relevant data protection regulations. Contact lists will be securely maintained and protected from unauthorized access or misuse.

Compliance

All mass emails will comply with applicable laws and regulations governing electronic communications.