



Acceptable Use Policy for Club Communication Platforms

Policy v1.1 approved December 20th, 2024

Purpose

This Acceptable Use Policy (AUP) outlines guidelines for using Edmonton Sting Football Club's communication platforms, including TeamSnap Chat and Email. The policy ensures these platforms are used responsibly to support team communication, event coordination, marketing, and sharing educational content.

Scope

This policy applies to all club-affiliated individuals, including players, coaches, parents, team managers, board members, and external partners.

Usage Guidelines

- **Primary Use:**
 - Platforms are intended for club-related communication, event coordination, and dissemination of board approved content.

- **Personal Use:**
 - Messages unrelated to team or club activities are discouraged in team, coach, or management chat channels.
 - Commercial messages require prior board approval and must be distributed by club administration.

- **Prohibited Activities:**
 - Misuse of channels for unrelated purposes.
 - Use of Team, Team Management and Coaches lists to gain extended reach for off-topic communications (boosting) is prohibited.
 - Building bulk external mailing or bulk SMS distribution lists from user shared TeamSnap profiles is prohibited.
 - Offensive language, harassment, spam, or unauthorized promotions are strictly forbidden.

Privacy and Security

- **Privacy Measures:**
 - Internal chat and email communications should not be shared outside the club membership.
 - Email addresses collected from TeamSnap user profiles should not be used to develop external email lists or SMS distribution lists.
- **Security Protocols:**
 - Users must avoid phishing attacks and refrain from impersonation.

Content Moderation and Responsibility

- **Authority to Issue Warnings:**
 - Club administration has the authority to issue warnings to members for violations of the Acceptable Use Policy (AUP) on Sting communication platforms.
- **Temporary Suspensions:**
 - Club administration may issue and remove temporary suspensions of up to 30 days for members violating the AUP. Upon issuing a suspension, the administrator must report the suspension to the Director at Large – Media and Communications and the broader board within 24 hours. This report should include supporting evidence of violation such as screenshots or email copy.
- **Oversight of Suspensions:**
 - The **Director at Large – Media and Communications** provides primary oversight of suspensions issued, with the authority to uphold or recommend the removal of the suspension.
 - If the **Director at Large – Media and Communications** is unavailable (due to absence or lack of availability), oversight cascades to the following individuals in this order:
 - Director at Large – Media and Communications
 - Vice President
 - Treasurer
 - President
 - If disagreement arises between the administrator and the acting oversight individual, the matter of a temporary suspension may be escalated by the acting oversight individual to the full board for review via a motion within 7 days.
- **Board Review and Permanent Bans:**
 - All suspensions must be reviewed and upheld by the board within 30 days of the suspension start date. This final board review is required to convert a suspension into a permanent ban. If the board does not uphold the suspension within this timeframe, it will automatically expire, and Club Administration must restore the member's access to the Sting communication platforms.

Specific Communication Needs

- **Tone and Professionalism:**
 - All communications must be respectful, positive, and inclusive.
- **Sensitive Information:**
 - Private or sensitive matters should not be discussed in public or chat channels.

Legal and Compliance

1. Regulatory Requirements:

- Chat/email communications and distribution of mailing lists must comply with Alberta's Personal Information Protection Act law and Canada's CASL (Canada's anti-spam legislation) regulations.

2. Platform Terms of Use:

- Edmonton Sting Football Club TeamSnap users must adhere to TeamSnap Inc.'s Terms of Use for their platform. TeamSnap Inc.'s terms of use supersedes club policy as the ultimate platform provider.

Additional Considerations

1. Challenges Addressed:

- Misuse of platforms, such as posting non-club-related content and unsolicited commercial messages, is prohibited.

2. Acknowledgment:

- Only members defined in the bylaws are authorized users of the communication platforms.

Administration and Oversight

The club administrator is responsible for managing Sting communication platforms on a daily basis. This includes actions such as evaluating message content to determine its acceptability and controlling access to the platform, including temporary suspension of platform access. Permanent actions, such as banning users, require board approval to ensure fairness and accountability.

By adhering to this policy, Edmonton Sting Football Club members can foster a respectful, efficient, and secure communication environment.