

Board of Governors Motion Issue Sheet

Subject	203-BG002 – Communication: District Board to District Board and Unit Board to Unit Board
Issue	The current ACBL Terms of Use for Personally Identifiable Information (PII) severely limit Unit Boards’ ability to communicate with their peers. Same for District Boards.
Motion	<p>We move that the following <i>Addition</i> be made to the Terms of Use for PII:</p> <p>Districts and Units/Board of Directors Members of the ACBL Board of Directors, District/Unit Presidents and Electronic Contacts (or other appointed designees) may only contact members in their respective Districts and Units. They will be allowed to access lists containing ACBL members’ personal information for the specific approved purposes outlined above. The recipients of this information may not release it to unrelated third parties.</p> <p>The Board, Districts and Units may contact the ACBL to request its assistance in approved communications to wider audiences other than that allowed under the Privacy Policy (such as tournament emails or communications to ACBL members located outside their respective District or Unit). Restrictions regarding the usage and sharing of such information will be determined on a case-by-case basis pursuant to Privacy Policy principles.</p> <p><i>District Boards may contact other District Boards, and Unit Boards may contact other Unit Boards for purposes of:</i></p> <ul style="list-style-type: none"> • <i>comparing business results,</i> • <i>sharing best business practices, and</i> • <i>communicating on issues of shared business interest.</i> <p><i>This excludes soliciting attendance at bridge games, classes, fundraising or other income generating events. District Boards must not contact Unit Boards outside their district, nor Units contact District Boards outside their district.</i></p>
Material impacts	Units and Districts benefit from sharing best business practices and learning how to better serve their own constituencies by collaborating among themselves. Effective relationships improve from open and frequent communication.
Reasons	<p>Units must ask Management’s (and the Board of Directors) permission to contact other Units for information. This contradicts the limited accountability of Units to the Board of Directors (Section III A 1.3.1), the Unit Agreement (Section IIIA 1.3) and Unit Activities (Section IIIA 2.4.7) in the ACBL Codification. This last code encourages Units to collaborate on matters of mutual interest.</p> <p style="text-align: center;"><i>2.4.7: Establish and maintain amicable relations with neighboring Units, the District and Conferences, thus fostering cooperation on matters of mutual interest.</i></p> <p>Indeed, the Board of Directors communicate with each other frequently. District Board Presidents cannot. Unit Board Presidents cannot. Nor can treasurers nor Disciplinary chairs or web masters. Collaboration requires building relationships and channels of communication. The current terms of use function well regarding advertising for tournaments, bridge classes and other money-making opportunities. However, as written they impinge harmfully on the freedom granted Units to conduct their business, and on units collaborating with each other. They are a barrier to Unit and District fiduciary duty.</p> <p>The Board of Directors should be fostering the collaboration and growth of Districts and Units, not interfering unnecessarily with the communication essential to such collaboration and growth.</p>
Risks	Unit Officials might abuse this term of use. Limiting the this to Unit Presidents or Secretaries and copying Mgmt. on communications to all Unit/District Boards can help reduce risk.