

American Tree Farm System Mailing List Policy

Members of the American Tree Farm System (ATFS) will have their contact information (address, phone, and email) maintained in a secure database. This ATFS database is the property of the American Forest Foundation. The American Forest Foundation and individual ATFS state programs maintain the database. Members are responsible for contacting the American Forest Foundation (info@treefarmssystem.org) or their state program contacts (<http://www.treefarmssystem.org/stateleaders>) with changes to their contact information.

ATFS Programmatic Communications

AFF and its state leadership use the database for the following communication purposes:

- ATFS programmatic newsletters
- The *Tree Farmer* magazine or state program magazine
- Invitations to Tree Farm related events including Tree Farm field days, tours, workshops, conventions, meetings, etc.
- Important updates, including changes to the Standard of Sustainability, third party audits, etc.
- Tree Farm related fundraising campaigns
- Advocacy outreach
- Surveys and research to benefit ATFS forestry programs

Sustainability Verification Database

To facilitate the identification of wood as having come from sustainably managed land in the American Tree Farm System, ATFS maintains the “verification database” that companies can use to verify that wood they received is in fact certified. Companies pay a fee to use the database and can only verify that a specific Tree Farm is in the database, they **can not** search for Tree Farms or obtain lists of Tree Farms in the system.

AFF Use Outside of ATFS Business

Non-profit organizations and collaborators

The mailing list is provided free of charge for educational mailings that are clearly consistent with ATFS’ mission. This access is provided on a single-use basis. Requests should include the proposed mailing and will be reviewed by AFF to ensure that they fulfill those requirements. The list is provided for a one-time purpose for such things as invitations to workshops, educational seminars, meetings, field days or other events, proposed legislative action, etc.

The ATFS database is used to support research that may further the work of AFF and its programs. From time-to-time, AFF chooses to partner with collaborators, non-profits, educational institutions or government agencies.

The list is provided as either labels or a spreadsheet, as long as the organization can guarantee the security of the list and that it will be used only for the approved purpose/ mailing.

For-Profits

AFF considers each request for the use of the list by companies and for-profits on its own merits, and may require the payment of fees to the organization if they feel it is in the organization and member's best interests to receive the proposed mailing. Long term partnerships with companies may be developed and include restricted use of the lists for purposes that contribute to AFF's work, provide benefits to members and may include restricted number of mailings and a clause stating that AFF will review all proposed mailings before they are sent out.

ATFS State-Program Level Use Outside of ATFS Business

Volunteers and administrators of ATFS state programs have access to the ATFS database for their state. This access is restricted to ATFS business only.

Non-profit organizations and collaborators

The mailing list may be provided free of charge by the ATFS state program to partner organizations for educational mailings that are clearly consistent with ATFS's mission. This access is provided on a single-use basis with a signed agreement by the user that they will not distribute or copy the list. Requests should include the proposed mailing and will be reviewed by the ATFS state committee, or its designee, to ensure that they fulfill those requirements. The list will be provided for a one-time purpose for such things as invitations to workshops, educational seminars, meetings, field days or other events, proposed legislative action, etc. The ATFS database may also be used to support research that may further the work of ATFS in that state. The data will be provided as either labels or a spreadsheet, as long as the organization can guarantee the security of the list. ATFS state committees must notify AFF of all sharing of the database.

If there is a dispute or question, the state committee should contact AFF as they maintain ownership of the database and may determine ultimate use.

For-profits

State programs may not use the database in exchange for goods and services. If the state program is interested in developing a partnership with an outside company that involves use or access to the database, they will need to contact AFF (see above section AFF Use of Database Outside of ATFS/Companies and For-profits).

Members may opt-out

As long as you choose to participate in the American Tree Farm System of the American Forest Foundation as a member, then you may not opt-out of receiving ATFS programmatic communications. The ATFS mailings include important programmatic updates that directly effect members. AFF and its state programs work to keep these mailings to a minimum level. You may, however, opt-out of receiving the outside of ATFS business mailings as described in detail above. To do so, please contact AFF or your state program administrator.