

ADMINISTRATIVE BRANCH POLICY STATEMENT 3.08

USE OF MEMBER CONTACT DETAILS

1. ISSUE

- 1.1 The Branch regularly receives requests for access to members' contact details.
- 1.2 The Branch regularly receives requests to distribute other organisations' surveys to members for completion.
- 1.3 This document outlines the Branch policy on the use of and access to members' contact details.
- 1.4 The Branch aims to ensure members' contact details are not disclosed for purposes that do not benefit members professionally.
- 1.5 The Branch needs to have control over the number and timing of communications with members.
- 1.6 The timing of Branch communications to members is carefully coordinated, and the Branch will consider this when considering all requests to distribute communications to members.
- 1.7 The Branch has obligations under the Privacy Act 1988 and the Spam Act 2003, which prohibit the use of member contact details in some circumstances.

2. DEFINITIONS

- 2.1 Contact Details: Any member information, in electronic or paper form, which includes name, postal address, email address or any other information that could identify members.
- 2.2 Mailing List: Electronic worksheet or database containing Contact Details.
- 2.3 Commercial purpose: An activity that may result in an organisation gaining financially from contact with ADAVB members.

3. GENERAL

- 3.1 The Branch will not distribute Contact Details of members to those organisations that intend to contact members for commercial purposes.

- 3.2 The Branch will only distribute surveys with a commercial purpose if they demonstrate a clear benefit to members.
- 3.3 Benefits to members could include, for example, improved services or the provision of information to support a policy position in the interests of members and/or improving the oral health of the Victorian community.
- 3.4 Proposals to distribute commercial surveys must be approved by the Engagement Manager before proceeding to final approval by the CEO, who will assess the potential benefits to members as a result of the survey (see point 4, below, and Appendix I).
- 3.5 Where strategic alliances have been formed between the Branch and commercial organisations, in accordance with a formal agreement, the Branch may arrange for a limited number of mailings to members or subsets of members on behalf of the strategic partner. Mailing lists will not be supplied to them. Undelivered mail must be returned to the Branch, not the commercial organisation.
- 3.6 The Branch will only distribute Contact Details to those organisations listed in Branch Policy Statement 4.11 Privacy as being authorised to receive them. Contact Details will not be distributed to any other organisations.
- 3.7 With the consent of the member, Regional Groups will be provided with the names and email addresses of members within their Group(s) at least once a year, to facilitate communication within the Group.
- 3.8 All parties that receive a list of member contact details must acknowledge that the information:
 - is the property of the Branch;
 - must be used only for the specified purpose, as agreed to by the Branch;
 - is supplied for one use only; and
 - must not be distributed further, copied or otherwise reproduced, or used to update, alter or improve any other mailing list.
- 3.9 All requests for access to the Contact Details will be considered on a case-by-case basis, in accordance with Branch Policy 4.11 Privacy. The Branch reserves the right to refuse or rescind access to Contact Details at any time, except where access is required by law.

4 REQUESTS FOR ADAVB TO DISTRIBUTE SURVEYS OR OTHER RESEARCH-RELATED MATERIALS

The ADAVB (and the eviDent Foundation) regularly receives requests from researchers (often dentists, dental students and dental specialists in training) to distribute invitations to our membership to participate in research projects.

Surveys (seeking clinicians' perspectives, views, preferences and understanding) are a very quick, simple, low risk and resource effective way to contribute to the production of evidence.

We strongly believe that members who participate in research are entitled to be informed of the findings, and therefore will be a requirement that if a request to distribute research material is approved that the applicant agree to communicate the research findings to

our members. This could be via provision of a written report, or a short, recorded video or digital presentation of the results and should include recommendations based on the research findings.

Please refer to the BPS 3.08 Appendix 1 – Survey Distribution Request Procedure for information on how to request distribution of a research survey or other research related material.

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Relevant Rules	
Relevant By-Laws	
See also	BPS 3.08 Appendix 1 – Survey Distribution Request Procedure Branch Policy Statement 4.11 – Privacy

Appendix 1 – Survey Distribution Request Procedure