

AMERICAN COLLEGE OF EMERGENCY PHYSICIANS GUIDELINES FOR RENTAL OF THE MEMBERSHIP LIST

The ACEP membership list, for the purpose of mailing labels only, may be rented for one-time use upon ACEP's review and approval of the request and the proposed mailing piece using the criteria outlined in these guidelines.

1. The proposed use of the list will be for mailing an item that promotes a program, product, or service which reasonably can be expected to be of interest to ACEP members.
2. The list will be made available for research purposes provided the requestor submits a sample of the mailing piece, etc.
3. All copy to be mailed to ACEP members must be submitted to ACEP prior to release of the list. ACEP's requests for changes in copy (e.g. to correct an inappropriate use of ACEP's name) must be made by the customer and submitted, in writing, prior to release of the list.
4. ACEP reserves the right to reject any membership mailing label list requests. The following are examples of uses of the list which may be denied:
 - a. Use by political candidates.
 - b. Publicity or advertising which might imply to ACEP members that the College has endorsed an organization, its purpose, products, or services, particularly if the College has not taken an official position on the issue advocated by the organization.
 - c. Use by organizations for any fund raising purposes or membership solicitation.
 - d. Any communication which would tend to mislead, misinform, or be considered distasteful.
 - e. Concern about the reliability or integrity of the customer requesting the labels, particularly if the customer has an account which is 90 days or more past-due.
5. The Board of Directors will establish prices for the rental of the list during the budget approval process. Prices will vary according to the purpose of the mailing. For example, lists for an educational program with ACEP Category I credit are less expensive than labels for physician recruitment.
6. ACEP will neither release members' telephone numbers of any kind (home, work, fax, pager, etc.) nor members email addresses of any kind. ACEP will not authorize the list to be stored or duplicated in any manner, including the personalization of letters by electronic storage of the list.