



EMAIL COMMUNICATIONS POLICY

| Consent

We greatly value and respect the privacy and personal information of our contacts. To ensure adherence to best practices in email communications, our approach to consent is twofold:

- a. Implied Consent: This is used exclusively for contacts who have an existing business relationship with us, such as current customers, recent customers, and business contacts. Implied consent allows us to send emails based on the pre-existing connection.
- b. Express Consent: For contacts who do not have a prior business relationship with us, we do not automatically enroll them in our communications. Instead, we send an initial communication requesting their explicit permission to receive further emails from us. This process ensures that all contacts affirmatively choose to be part of our email community.

In applying these consent principles, the Society is committed to adhering strictly to all applicable email and data privacy regulations.

| Unsubscribe and Communication Preferences

Every email communication the American Welding Society sends includes a link allowing the recipient to unsubscribe from future emails.

Furthermore, we also provide a Communication Preferences page where individuals can tailor the nature of the communications they wish to receive. This page allows contacts to select or deselect various information they want to receive, ensuring that Society's communications align with their interests and needs.

Our Communication Preferences Page and its options are informed by email marketing best practices and data we continually gather from our ongoing email marketing efforts.

The American Welding Society is committed to honoring these preferences and making necessary updates promptly.



| Email Frequency Management

We will be mindful of how often we are contacting individuals. The frequency of email communications will be optimized to avoid overwhelming our recipients yet ensure they are well-informed about our latest offerings and updates. We aim to minimize unsubscribes and spam reports, maintaining a robust and healthy email marketing program that aligns with our audience's preferences and needs.

| List Building and Segmentation

The American Welding Society uses marketing lists to curate and send content matching our subscribers' unique interests and preferences.

Our list building incorporates several categories of data. This may include but is not limited to demographic details, occupational information, previous transactions, and digital interactions with our website and other platforms. Such a comprehensive approach facilitates us in segregating our audience into distinct segments, allowing us to deliver personalized, pertinent, and engaging content.

Furthermore, AWS adheres strictly to organic list building practices, and purchasing email lists are strictly prohibited.

| Third-Party List

The American Welding Society may, on occasion, collaborate with partner organizations to send emails to third-party lists. To ensure compliance with best practices and data protection regulations, we have established the following guidelines:

- a. **Consent Verification:** AWS will verify with partner organizations that all individuals on the third-party lists have either provided express consent or meet the criteria for implied consent as defined by applicable regulations. This ensures that all recipients have agreed to receive communications related to AWS.
- b. **Compliance Certification:** We require that all partner organizations certify that their third-party lists comply with relevant data protection laws, including but not limited to CAN-SPAM, GDPR, and any other applicable regulations. The partner must provide documentation or assurances that all individuals on the list have been sourced in accordance with these regulations.
- c. **Monitoring & Review:** AWS will monitor the performance of emails sent to third-party lists to ensure they align with our standards. This includes tracking key metrics such as unsubscribe rates, bounce rates, open rates, and spam reports. Regular reviews will be conducted to assess the effectiveness and compliance of third-party list usage, with any issues being addressed promptly.



| Marketing and Transactional Communication

Our communication strategy recognizes two types of email interactions: Marketing Communications and Transactional Communications.

Marketing Communications are emails sent with the purpose of promoting our products, services, events, or to otherwise engage with our audience. This includes but is not limited to newsletters, promotional offers, event announcements, and product updates. Recipients can opt out of these communications at any time via the link in our emails.

Transactional Communications refer to emails that provide necessary information related to a prior interaction or established relationship with the American Welding Society. Examples include purchase receipts, membership renewals, certification updates, event registrations, account notifications, and customer service responses. Due to their informational nature, these types of emails are typically exempt from standard opt-out requirements. However, we strive to respect our recipients' preferences and provide clear information about managing these communications whenever possible.

At the American Welding Society, we adhere strictly to this distinction in line with best practices and regulations governing email communication.

| Content Guidelines

Our organization is committed to providing high-quality, relevant, and accurate content in our email communications. We adhere to the following guidelines to ensure the integrity and effectiveness of our messages:

- a. **Relevance:** All content we disseminate should be pertinent and beneficial to our audience, aligning with their interests and needs.
- b. **Accuracy:** We strive for precision and truthfulness in our information, avoiding misleading or deceptive content. It's our responsibility to verify the accuracy of the information we share.
- c. **Transparency:** We uphold transparency in our communications, making it clear who the email is from, what it is about, and why the recipient is receiving it.
- d. **Respect:** Our content respects the diverse perspectives of our audience. We refrain from using language or imagery that could be deemed offensive, inappropriate, or discriminatory.
- e. **Professionalism:** Our communications reflect the professional standards of our organization. We use clear, concise, and correct language.
- f. **Consistency:** To maintain a recognizable and trusted brand, we ensure consistency in the tone, voice, and visual style of our email communications.



| Restrictions on Personal Email Usage for AWS Communications

AWS's policy is that all marketing and transactional communications are to be sent exclusively through the authorized AWS communication platforms. Utilizing personal email accounts for these communications is not permitted as it could potentially compromise our organization's professional standing, violate privacy regulations, and disrupt the uniformity of our brand and messaging.

We acknowledge that some existing transactional communications may currently be sent through various systems or manually via employee Outlook accounts. We are working on cataloging, updating designs and branding, and centralizing these communications. For any new transactional communications, please ensure that the Project Management, Information Services, and Marketing teams are involved to maintain consistency and compliance.

If a unique circumstance warrants using a personal email account, such a measure must be preapproved by the AWS Marketing department or an appointed authority. This is to ensure all communications continue to uphold the standards of AWS and comply with applicable laws and regulations.

This policy is designed to safeguard both AWS and its employees. Strict adherence to this guideline is critical and expected of all staff members.

| Personal Data

We will respect the privacy of our email recipients and protect their personal data in accordance with our Privacy Policy. We will not sell, rent, or share our email list with third parties.

| Access Control and Permission

Access to our marketing and CRM platforms, and the ability to send both marketing and transactional communications on behalf of the American Welding Society, is restricted to AWS employees and approved personnel. This includes full-time staff, contractors, agencies, developers, and third-party vendors directly engaged with AWS. This policy is essential for maintaining the integrity and security of our communications, minimizing risk of data breaches and unauthorized use, and ensuring all AWS emails are consistent, professional, and compliant with legal standards.