



UCWDC® EMAIL USAGE POLICY

Version 3.0

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1. INTRODUCTION

The United Country Western Dance Council® is an international organization which promotes country western dance by producing festivals and competitions across the world. We host the annual Country Dance World Championships® for couples and line dancers and we advocate country dancing as a social activity for people of all ages and abilities.

1.1 Purpose

This policy sets out guidelines for acceptable use of the email and applies to all Directors who are assigned (or given access to) a UCWDC email address. This email may be assigned to an individual (e.g. directorname@companydomain.org) or department (e.g. hr@companydomain.org). Email is essential to our everyday jobs. We want to ensure that our directors understand the limitations of using their organization email accounts. Our goal is to protect our confidential data from breaches and safeguard our reputation and technological property.

2. APPROPRIATE / INAPPROPRIATE / PERSONAL USE

Directors should use their organization email primarily for work-related purposes. However, we want to provide directors with some freedom to use their emails for personal reasons.

2.1 Inappropriate Use of Organizational Email

All Directors represent our organization whenever they use their organizational email address. They must not:

- Sign up for illegal, unreliable, disreputable or suspect websites and services.
- Send unauthorized marketing content or solicitation emails.
- Register for a competitor's services unless authorized.
- Send insulting or discriminatory messages and content.
- Intentionally spam other people's emails, including their co-directors.

Forwarding organizational email to personal account and responding from there is prohibited. Personal emails that are received containing UCWDC related business should be forward to the appropriate organizational email address and responded to accordingly from there.

The UCWDC has the right to monitor and archive organizational emails.

2.2 Appropriate Use of Organizational Email

Directors are allowed to use their organizational email for work-related purposes without limitations. For example, directors can use their email to:

- Communicate with current or prospective customers, events and other dance related industries.
- Log in to purchased software they have legitimate access to.
- Give their email address to people they meet at events or other organizational events for business purposes.
- Sign up for newsletters, platforms and other online services that will help them with their jobs or professional growth.



2.3 Personal Use

Directors are allowed to use their organizational email for some personal reasons. For example, Directors can use their organizational email to:

- Register for classes, dance related events.
- Send emails to friends and family as long as they don't spam or disclose confidential information.
- Download ebooks, guides and other content for their personal use as long as it is safe and appropriate.

Creation of other email accounts through hotmail, gmail, msn, aol, me, live, etc for the purposes of conducting organizational business is prohibited and is against the UCWDC trademark policy. (e.g. ucwdcpresident@gmail.com)

Directors must adhere to this policy at all times, in addition to our confidentiality and data protection guidelines and trademark guidelines.

3. EMAIL SECURITY

Email is often the medium of hacker attacks, confidentiality breaches, viruses and other malware. These issues can compromise our reputation, legality and security of our equipment.

3.1 Directors Must

1. Select strong passwords with at least eight characters (capital and lower-case letters, symbols and numbers) without using personal information (e.g. birthdays.)
2. Remember passwords instead of writing them down and keep them secret.
3. Change their email password every two months.

3.2 Vigilant

Directors should always be vigilant to catch emails that carry malware or phishing attempts.

We ask Directors to:

1. Avoid opening attachments and clicking on links when content is not adequately explained (e.g. 'Watch this video, it's amazing.')
2. Be suspicious of clickbait titles.
3. Check email and names of unknown senders to ensure they are legitimate.
4. Look for inconsistencies or style red flags (e.g. grammar mistakes, capital letters, excessive
5. number of exclamation marks.)

If a Director isn't sure that an email they received is safe, delete it.



4. EMAIL CONTACT LIST

Directors that use organizational email need to keep up-to-date and accurate email contact lists within their account. No matter how much you monitor emails as you collect them and attempt to keep your email list clean and ensure that no bad addresses make it into your email list, addresses will eventually go bad or 'atrophy' over time.

Servers and service companies target spammers and shut down or 'black-list' potential spammers. Spammers, because they do not want to allocate resources or time, will often have high bounce rates. That's why it's important to ensure that all of your bounced or bad addresses are regularly removed from your email database.

5. INTERNET MESSAGE ACCESS PROTOCOL (IMAP)

IMAP and **POP** are two different protocols. There are many differences between these two. The main difference is that IMAP (Internet Messaged Access Protocol) allows you to access your email wherever you are, from any device. When you read an email message using IMAP, you aren't actually downloading or storing it on your computer; instead, you're reading it from the email service. As a result, you can check your email from different devices, anywhere in the world: your phone, a computer, a friend's computer.

IMAP only downloads a message when you click on it, and attachments aren't automatically downloaded. This way you're able to check your messages a lot more quickly than POP.

The UCWDC recommends using IMAP over SSL/TLS as they provide increased security for your interactions with the remote mail server.

5.1 HostGator Web Portal

The UCWDC uses HostGator as its Email Servers and, once elected or appointed your email will be assigned to you with your username, password and official signature. You may access the HostGator Web Portal anywhere in the world with an internet connection through the following link and protocols;

Web Address: <https://gator1650.hostgator.com:2096/>

It is recommended to bookmark this location inside your web browser for more easy return access.

Email Address: yourposition@ucwdc.org

Password: Use the email account's password



5.2 GMAIL Set Up [RECOMMENDED]

For non-Gmail clients, Gmail supports the standard IMAP, POP, and SMTP protocols. The Gmail IMAP, POP, and SMTP servers have been extended to support authorization via the industry-standard OAuth 2.0 protocol.

The UCWDC uses HostGator as its Email Servers and recommends enabling your assigned email address via GMAIL through an IMAP connection on your mobile device as described below;

** If you require assistance setting up your IMAP GMAIL Account or other mobile email account, please contact the email assistance representative.

Secure SSL/TLS Settings [RECOMMENDED]

Username:	yourposition@ucwdc.org
Password:	Use the email account's password
Incoming Server:	gator3256.hostgator.com IMAP Port: 993
Outgoing Server:	gator3256.hostgator.com SMTP Port: 465

IMAP requires authorization

5.3 Assigned Email Addresses

The following are emails assigned to the position within the UCWDC

president@ucwdc.org	President
secretary@ucwdc.org	Secretary
treasurer@ucwdc.org	Treasurer
rules@ucwdc.org	VP Rules
judgecertification@ucwdc.org	VP Judge Certification
info@ucwdc.org	General Email
associatemembership@ucwdc.org	Associate Membership Director
datamanager@ucwdc.org	Data and Points Championships
marketing@ucwdc.org	Media and Marketing Committee Chair
webmanager@ucwdc.org	Web Manager
financialoversight@ucwdc.org	Financial Oversight Committee Chair
accounting@ucwdc.org	CPA Accountant
linedance@ucwdc.org	Line Dance Committee Chair
education@ucwdc.org	Education Committee Chair



6. EMAIL SIGNATURE

In order to ensure consistency of the UCWDC's image and maintain Graphic Standards in emails sent to both internal and external recipients, email signature lines are to be restricted to the following.

6.1 Desktop or Standard Formatting

Directors Name | Directors Position

UNITED COUNTRY WESTERN DANCE COUNCIL

directorsposition@ucwdc.org | +1 |123.56.7890 cell | www.ucwdc.org

Stay informed. Register at: www.ucwdc.org/newsletter

Friend us on **Facebook**; Follow us on **Instagram** & Connect with us on **Twitter**

6.2 Mobile Formatting

Mobile Signature

Directors Name | Directors Position
UNITED COUNTRY WESTERN DANCE COUNCIL
directorsname@ucwdc.org | XXX.XXX.XXXX cell |
www.ucwdc.org

Your signature will be added to your message after you send it.

Formatting Reminders;

- Font that shall be used is CABRI, 11pt
- The only allowed taglines that may be used are 'There is no place like Worlds', or #UCWDC, #UCWDCWORLDS.
- No credos, mottos, quotations or other individual statements should be used as a standing attachment to the email signature.
- No borders or backgrounds are to be used.
- No decorative or script font are to be used.



7. DISCIPLINARY ACTION

Directors who don't adhere to the present policy will face disciplinary action up to and including termination. Example reasons for termination are:

1. Using an organizational email address to send confidential data without authorization.
2. Sending offensive or inappropriate emails to our customers, colleagues or directors.
3. Using an organizational email for an illegal activity.

Breach of security or materials is strictly prohibited. Security breaches must be reported immediately to the President or Ethics Committee. At all times organizational guidelines concerning Conflict of Interest and Confidentiality shall apply.

Illegal activity may be prosecuted.

END OF POLICY