

## RMIA SPAM Policy

### Background:

RMIA acknowledges and takes seriously its obligations under the Spam Act 2003. The Act states businesses that inferred consent merely because an individual had not complained or had not asked to be taken off a mailing list prior to April 10, 2004 would nonetheless break the law if they continued to send out messages. An express consent must be obtained and kept.

### Policy:

**All electronic communications with our members and non-members will comply with the Spam Act 2003 and explicit consent will be sought and retained prior to formal communications from the institution to non-members.**

**Where a member or non-member requests to “unsubscribe” we will cease electronic communications with that member within 5 days.**

### **Definition: What is SPAM?**

SPAM is unwanted and unsolicited email and does not just refer to "bulk" emails sent but also refers to one unsolicited commercial message. To be compliant requires RMIA to seek and maintain records on express consent from recipients' not just inferred consent.

- **Express consent** means that businesses have asked individuals directly if they consent to receive commercial messages;
- **Inferred consent** means that if there is both an existing business relationship and something about the person's conduct that gives rise to a belief that the person consented to receive commercial emails..