

## **RANCHO BERNARDO NEIGHBORHOOD WATCH**

### **Routine Communication Policy and Procedure**

**Policy:** Personal contact information collected by Neighborhood Watch leaders in the course of carrying their duties will only be used for routine communications concerning Neighborhood Watch business.

#### **Procedure:**

##### **General:**

- Personal information collected by NHW leaders, such as name, phone numbers, and Email addresses, will only be used for communication of Neighborhood Watch information or direction. Use the Contact Information Form.
- Communication methods include telephone, Email, written documents or personal contact.
- Emails to groups of residents should use the “Blind Copy” technique to reduce exposure of Email addresses.
- When communicating by Email on NHW business, include “NHW” in the Subject Line for ease of identification.

**Routine Communications:** Examples of routine communications include NHW training events, tips for personal or neighborhood safety and security, alerts on crimes in the neighborhood, updates on recent crimes, etc.

##### **News Media Releases on Neighborhood Watch:**

- All news media releases intended for local area newspapers must be approved by the RBNHW Director or the Community Relations Officer (CRO) before submission to news media.
- Articles for local Home Owner Associations (HOA's) may be approved by Area or District Coordinators.
- Articles should be informative in nature about safety and security in neighborhoods, such as safety tips, or upcoming NHW training. Suggestions rather than directives should be the nature of communications.
- There should be no endorsements of specific vendors or real estate agents and personal information should not be included without consent of people involved.

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**Approved by Board Of Advisers:** May 18, 2010