



E-LIST POLICY

May 2008

POLICY

It is the policy of Forest View Hospital to maintain a list of individuals who have subscribed to the Forest View Event e-list in a private and secure electronic location. Forest View will use the e-list to notify e-list Subscribers of upcoming events and when the Subscriber Agreement has changed.

Use of the e-list is solely for event announcements. Forest View will prohibit the use of the e-list for the purposes of accessing, browsing, downloading, or conducting business using this e-list.

- 1.0 Individuals may subscribe to the e-list via the Forest View website (www.forestviewhospital.com).
 - 2.0 Names and email addresses will be listed in the e-list.
 - 3.0 The e-list will be maintained in Lotus Notes, which is backed up on a nightly basis.
 - 4.0 Access to the e-list will be limited to Community Relations staff members and Corporate Lotus Notes team.
 - 5.0 Returned email address will be removed from the e-list database.
 - 6.0 Quarterly announcements will be sent to update e-list database.
 - 7.0 All rules and regulations of the CAN-SPAM Act of 2003 (Controlling the Assault of Non-Solicited Pornography and Marketing Act) will be followed in regards to the e-list.
 - 7.1 No false or misleading header information will be provided.
 - 7.2 No deceptive subject lines will be provided.
 - 7.3 An opt-out method using a return email address or another Internet-based response mechanism for ending future email messages to that email address will be provided.
 - 7.4 Opt-out requests will be implemented within 10 business days.
 - 7.5 A valid physical postal address will be provided with every email sent to subscribers.
-

Approved By:

Chief Executive Officer

Director of Operations

Director of Risk Management