

[Rules for Radio: Email and Privacy](#)

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Personal privacy is a major issue in the digital era, and one that Radio can't afford to ignore. Collecting audience information, particularly personal contact information, is governed and strictly regulated. Just as third-party materials posted to a social media site may infringe copyright, any disclosure of confidential information, or posting of media without proper releases, can violate the privacy rights of individuals.

In Canada, [CRTC Statutes and Regulations](#) outline how private-sector organizations collect, use or disclose personal information in the course of business activities. Most recently, the [Canadian Anti-Spam Law](#) came into effect which applies to all electronic messages (i.e. email, texts) sent in connection with a "commercial activity." Its most distinctive requirement is that you must receive consent from recipients before sending messages.

In the US, there is no comprehensive federal law regulating the collection and use of personal data. However, the FCC does provide a set of [regulatory guidelines](#) around the use of personal information. Examples of how companies could violate these guidelines include the failure to protect consumer personal data, changing privacy policies without adequate notice, or failure to comply with a posted privacy policy.

When it comes to your brand's digital communication, there are a few [design elements that can keep your community happy](#) and keep you compliant. Make sure your communications include:

- a link to allow readers to unsubscribe in your header - this can deter users from hitting the misleading "junk" button on their email client.
- an address for your company – this adds credibility and also makes you CAN-SPAM compliant
- a link to your privacy policy – this can help with getting whitelisted.
- a newsletter should include a link to a subscription management page where users can change their preferences (if you have more than one list).
- a newsletter should also include a copyright notice to protect your intellectual property from those who might take it as their own.

One of the best ways to prevent legal pitfalls for your radio brand is to institute a social media and privacy policy within an overall digital strategy, to help your employees navigate privacy and legal issues. Even if you already have a policy in place, it's a good time to [review and refresh your digital strategy](#), including any policy items that relate to media use, private information and publishing.

Concerned about legal policy for your radio brand? SoCast can help you build an effective digital strategy that won't get you in legal trouble. To learn how SoCast can protect your brand with our digital tools designed for radio, ask to [speak with a specialist today!](#)