

Rationale

The purpose of this Policy is to protect the integrity, reputation, goodwill and organizational identity of Meadowwood Tennis Club ("MTC"), by ensuring that members can easily distinguish between official MTC communications and communications created by individual members or independent groups. It is intended to establish clear standards governing the use of the Club's name, logos, branding, mailing lists and communication platforms.

The purpose of this Policy is to:

- Protect the Club's corporate identity and reputation
- Safeguard the Club's intellectual property and organizational assets
- Ensure consistency in the Club's public image
- Prevent unauthorized use of the Club's identity
- Reduce the risk of member confusion regarding official Club communications

MTC encourages members to communicate, organize games, form social groups, and build friendships both on and off the courts. Member-led initiatives are an important part of what makes our Club such a welcoming and vibrant community.

To protect both the Club and its members, only the Board of Directors may authorize the use of the Club's name, logo, or identity in a manner that suggests an official Club communication or representation.

Official MTC Communications

Official communications are those issued on behalf of MTC by the Board of Directors or individuals authorized by the Board.

Official communications may include:

- Club emails
- The MTC website
- Official newsletters
- Board-approved WhatsApp groups
- Official social media accounts
- Notices posted at the Club
- Communications from authorized MTC committees or coordinators

Members should rely on these channels for official information regarding MTC operations, policies, programs, schedules, and Board decisions.

Independent Member Groups

Members are welcome to create their own email groups, WhatsApp groups, social media pages, or other communication channels to organize games, social events, or discuss tennis and pickleball.

These groups are independent of the Club unless they have been expressly authorized by the Board.

Independent groups should make it clear that they are member-organized and do not represent Meadowwood Tennis Club or its Board of Directors.

Authorized Use of the Club's Name

The Meadowwood Tennis Club name, initials ("MTC"), logo, and official communication channel names represent the Club and its membership.

To avoid confusion, these identifiers may not be used in a way that suggests a communication is official when it is not. The following names and identifiers are corporate assets of Meadowwood Tennis Club:

- Meadowwood Tennis Club
- Meadowwood Tennis
- MTC
- The Club logo
- Club branding
- Official committee names
- Official communication channel names
- Any name or identifier that could reasonably be interpreted as representing the Club.

This is applicable to email accounts, social media pages, messaging groups, websites, or other communication platforms.

No person shall create or operate any email account, website, social media account, messaging group or other communication platform using the Club's name or a confusingly similar variation without prior written authorization of the Board.

Use of Logos and Branding

The Club logo, graphics, letterhead and branding are the property of Meadowwood Tennis Club. They may not be reproduced, altered or used without Board authorization except for approved Club purposes. This helps ensure that members can easily recognize official Club communications.

Email Accounts

Only email accounts approved by the Board may:

- Communicate on behalf of the Club
- Distribute official Club information
- Use the Club's name in the account title or address; or
- Represent themselves as official Club communications.

Examples include: president@meadowwoodtennis.com; treasurer@meadowwoodtennis.com; secretary@meadowwoodtennis.com

Members may establish personal email addresses or communication groups provided the moniker used does not imply official status or affiliation by using any iteration of the Club name.

Social Media and Messaging Platforms

Only Board-approved social media accounts and messaging platforms may represent the Club. Independent member groups must:

- Clearly identify themselves as unofficial;
- Avoid using names that imply Board authorization;
- Avoid reproducing official Club branding;
- Not present opinions as official Club positions.

Choosing a Group Name

When creating an independent member group, please choose a name that clearly identifies it as a member-organized group rather than an official Club communication.

Examples of appropriate names include:

- Tuesday Morning Tennis Friends
- Wednesday Night Tennis Group
- Friday Social Pickleball
- Friends of Meadowwood Tennis
- Ladies Wednesday Social Tennis

If there is any uncertainty about whether a proposed name could be confused with an official Club communication, members are encouraged to contact the Board before using it.

Mailing Lists and Member Contact Information

Club membership lists, email addresses and personal information are confidential corporate records. Member email addresses are provided for Club purposes only. They shall only be used for purposes authorized by the Board and consistent with applicable privacy legislation.

They may not be copied, distributed, or used to send communications that appear to be official Club communications without Board authorization.

The Club is committed to protecting members' privacy and using personal information responsibly.

Speaking on Behalf of the Club

Unless authorized by the Board, **no member may**:

- Claim to speak on behalf of the Club;
- Issue policy statements on behalf of the Club;
- Negotiate on behalf of the Club;
- Communicate Board decisions unless authorized; or
- Imply that the Board supports a position unless expressly authorized.

Members are, of course, free to express their personal opinions and viewpoints. When doing so, it should be clear that those opinions are personal and not official Club positions.

Board Authority

The Board retains exclusive authority to determine:

- Official Club communications;
- Authorized communication platforms;
- Use of the Club's branding;
- Official committee names;
- Corporate messaging; and
- The protection of the Club's reputation and organizational identity.

Non-Compliance

Where the Board determines that an individual or group is using the Club's name, branding or communication channels contrary to this Policy, the Board may take one or more of the following actions:

- Request voluntary compliance;
- Require the removal or modification of misleading names or branding;
- Notify members regarding the official status of communications;
- Report unauthorized accounts to applicable service providers;
- Seek legal advice;
- Pursue any remedies available under applicable law; and
- Take any additional action authorized under the Club's By-laws or applicable legislation.

Nothing in this Policy limits the Board's authority to protect the Club's corporate interests.

Questions About This Policy

If you are unsure whether a proposed communication, email account, group name, or use of the Club's logo may create confusion, please contact the Board before proceeding.

The Board's interpretation of this Policy shall be final unless otherwise provided by law or the Club's By-laws.