



College of Physicians and Surgeons of British Columbia

Corporate Policy

Distribution of Information/Material On Behalf of Third Parties via Broadcast Email or Other Communication Channel

PREAMBLE

The College of Physicians and Surgeons of British Columbia receives numerous requests from researchers, health organizations and individuals to assist with the promotion and marketing of research studies, initiatives, announcements, programs, services, products, events and workshops.

COLLEGE'S POSITION

While the College is required by law to share registrants' business contact information, such as addresses and phone numbers, email addresses are collected on the express understanding that only communication related to the College's regulatory mandate, including applicable legislation, new standards or guidelines, or College-sponsored activities and events, will be sent to registrants via electronic mail. The College stands firmly behind this commitment and does not support the distribution of information to registrants on behalf of third parties through any of its communication channels, including its email distribution mechanism.

EXCEPTIONS

In rare instances, the College may agree to make an exception to this policy to assist the Provincial Health Officer (Ministry of Health) with distribution of urgent, time-sensitive communication which *all physicians* in the province need to be made aware of, such as updates on drug shortages, mandatory vaccinations, infectious diseases or outbreaks, or other crisis situations requiring immediate attention.

In all cases, the decision to make an exception to this policy will be made by the registrar based on the following criteria:

- requester – is the agency making the request a legitimate College partner in the provincial health system (not commercial)?
- alignment – does the request align with College's priorities and mandate to serve the public interest?
- endorsement – does the College endorse the content?
- reach – is the message intended for all registrants (rather than a small minority or few)?
- risk – are there significant risks associated with not sharing the information with registrants?
- timeline – is this a unique, time-sensitive communication effort requiring immediate attention?

Approved October 2014