



# SANGER AREA CHAMBER OF COMMERCE (SACC) POLICIES

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## **EVENT REFUND POLICY**

The SACC requires payment in advance for admission to several SACC events. SACC event fees (regardless of attendance) are refundable only if a cancellation notice is received at least one week prior to the event.

## **INCLEMENT WEATHER POLICY**

If Sanger ISD is CLOSED, SACC events will be cancelled. If they are delayed, events will take place at the scheduled time. If school is not in session at event time and inclement weather is inevitable, the event will be cancelled or delayed depending on the weather prediction. Those planning to attend are encouraged to use their best judgment concerning travel safety.

## **PRIVACY INFORMATION**

At various points on our website, you may be asked to provide personal contact information. Any of the information we collect from you may be used in the following ways:

- Listing in our online member directory. If you are a current member, your company name, address, phone number, fax number and website are listed in our online member directory. To change/edit this information, please make those changes through your member profile or by contacting us at 940-458-7702 or [chamber@sangertexas.com](mailto:chamber@sangertexas.com).
- Processing financial transactions and fulfilling requests submitted via forms. Your information will not be sold, exchanged or transferred, without your consent, other than for the express purpose of delivering the purchased product or service requested.
- Adding you to our newsletter distribution list. The e-mail address(es) you provided for yourself and/or your employees are entered in our database and added to our newsletter distribution. If at any time you would like to unsubscribe from receiving future emails, you may do so through the detailed unsubscribe instructions which are provided at the bottom of each email.

The SACC does not support or condone the use of spam and the sending of unsolicited email in any form. Therefore, we do not distribute or share e-mail addresses except at your request. Use of the website, directly or indirectly, to send spam or unwanted email is strictly prohibited. In particular, you agree not to use data from the website to allow, enable, or otherwise make possible, dissemination or collection of this data, in part or in its entirety, for any purpose, such as the transmission of unsolicited advertising and solicitations of any kind, including spam.

SACC employs appropriate measures to protect personal information collected online.

## **WEBSITE USAGE**

The website contains links to other business sites; the SACC is not responsible for the privacy policies, practices or content of these other sites.

All content including copy, images and other materials is copyrighted and may not be used without permission of the Sanger Area Chamber of Commerce.

When you use our website, we collect information on site usage such as the number of visits to our website, time spent on the website, number of pages viewed and the domains from which people visit our website. We aggregate, evaluate and use this information to improve our site and may provide aggregate information to third parties.

## **SOCIAL MEDIA POLICY AND GUIDELINES**

### **PURPOSE**

The Sanger Area Chamber of Commerce (SACC) understands the importance that social media brings to its members and encourages the use of social media platforms to create brand awareness, establish a dialogue with customers and members of the community, and to communicate programs and issues that deliver value to their audience. Our social media policy and guidelines apply to all SACC members, employees, contractors, and volunteers working on behalf of the SACC.

### **SACC PROCEDURES FOR SOCIAL MEDIA PLATFORMS**

Information posted on SACC social media platforms, by page administrators, will consist of the following information:

- SACC events, activities, programs, and news.
- Community events, activities, programs, and news conducted by members and related tax supported bodies.
- Local events, activities, programs, and news conducted by SACC member organizations to benefit charities, non-profit organizations, or societies in general as determined by the website administrator.
- Public policies and updates on important local, county, state, and national news, legislation, proposed acts, law changes, or other related news as determined by the website administrator.
- Member Success stories (recognitions earned, awards received, professional promotions, major accomplishments, grand openings, relocations, major expansions, or other news as determined by the website administrator.).
- Emergency and/or urgent public safety information.

### **GUIDELINES FOR USING THE SACC'S SOCIAL MEDIA PLATFORMS TO REPRESENT YOUR BUSINESS**

Members are encouraged to post their own events, promotions, and news on the SACC's social media platforms. The SACC reserves the right to monitor and remove member posts that do not fall within the guidelines and principles identified in this policy. A member may also submit information to be posted by the SACC, which will be subject to review by the SACC office before posting.

When a member participates on the SACC's social media platforms, please be aware that while you are representing you and your business, you should comment in the same way as you would in any public forum. Contributors to the SACC's social media platforms should not suggest, either explicitly or implicitly, that their social media contributions represent the communications of, or endorsements by, the SACC, its affiliates, board members or employees.

It is important to adhere to the following guiding principles:

1. **Transparency** – Identify yourself, write in the first person, and don't be afraid to show your personality.
2. **Honesty** – Do not make false or misleading comments/statements. If you have made a mistake, take responsibility for it.
3. **Respectfulness** – Exercise discretion and confidentiality when referring to fellow SACC members and/or your customers. Do not post proprietary information and/or content unless you have permission to do so.
4. **Add Value** – Stick to what you know, post meaningful comments, and aim for quality. Remember that social media platforms are not meant for promotion of products and services, but rather to engage your audience in meaningful conversation.
5. **Be Diligent** – Check your sources, separate opinions from facts and identify all copyrighted or borrowed material with citations and links.
5. **Stay Engaged** - Stay informed, feel free to post regularly, and respond to comments that are made on your posts in a timely manner.
7. **Protect your Privacy** – Never disclose your personal information.
8. **Be Polite** – Avoid personal attacks against individuals and businesses.
9. **Use Common Sense** – Once it's posted, it is public information. Be sure to use courtesy and good judgment, and review your posts thoroughly. Spell check everything before posting.
10. **Frequency** – be mindful that high levels of frequency that do not deliver value will be seen in a negative manner by your audience.

## **MEDIA INQUIRIES**

Contributions to social media platforms and online conversations might attract media attention. Media inquiries regarding postings on SACC social media platforms will be handled by the Administrator or (in his/her absence) the SACC President. The SACC will determine the best way to handle the inquiry.

## **POLICY VIOLATIONS**

SACC staff, business members, and board members can be disciplined (including being blocked from social media platforms) for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, create a hostile environment, or that do not further the objectives and mission of the SACC.

While the SACC office will oversee its social media platforms, it is not responsible for the accuracy and truthfulness of postings by third parties on its social media sites. Please contact the SACC office for inquiries or reporting of questionable content.

## **CODE OF ETHICS FOR DIRECTORS**

The Sanger Area Chamber of Commerce (SACC) was organized to advance the general welfare and prosperity of the Sanger Area so that its citizens and all areas of its business community shall prosper. All necessary means of promotion shall be provided and particular attention and emphasis shall be given to the economic, civic, commercial, cultural, industrial and educational interests of the area. In pursuit of this goal, the SACC is committed to the highest standards of integrity and ethical conduct. The Board of Directors has adopted this Code of Ethics (the "Code") to provide guidance to help directors recognize and deal with ethical issues and effectively carry out their fiduciary obligations to the SACC.

The business of the SACC is managed under the direction of the Board of Directors and its various committees. Directors are required to exercise their business judgment in carrying out their responsibilities in a manner

that they reasonably believe to be in the best interest of the SACC and its members. The Board of Directors is not expected to assume an active role in the day-to-day operations of the SACC.

- Conflicts of Interest. Directors should disclose to the Board and avoid participating in decisions regarding situations where their personal and professional relationships may create actual or apparent conflicts of interest with the SACC. Generally speaking, a conflict of interest occurs when a director's or a director's immediate family's personal interest interferes, has the potential to interfere, or appears to interfere with: (a) the interests or activities of the SACC; or (b) the ability of the individual to carry out his or her duties and responsibilities. A director should immediately (a) disclose to the Board the existence and circumstances of any transaction or relationship that he or she reasonably expects could give rise to an actual or apparent conflict of interest with the SACC, (b) refrain from using his or her personal influence to encourage the SACC to enter into the transaction and (c) physically excuse himself or herself from participation in any discussions regarding the transaction with directors, officers and employees of the SACC and at meetings of the Board, except to respond to requests for information about the transaction.
- Corporate Opportunities. In carrying out their duties and responsibilities, directors should advance the interests of the SACC when the opportunity to do so arises. Directors should avoid: (a) taking for themselves personally, opportunities that are discovered in carrying out their duties and responsibilities; (b) using SACC property or information, or their position at the SACC, for personal gain; and (c) competing with the SACC, in each case, to the material detriment of the SACC. Whether any of the foregoing actions is to the material detriment of the SACC will be determined by the Board based on all relevant facts and circumstances, including in the case of (a) above, whether the SACC has previously declined to pursue such proposed corporate opportunity for its own benefit.
- Confidentiality. Directors should observe the confidentiality of information that they acquire in carrying out their duties and responsibilities, except where disclosure is approved by the SACC or legally mandated. Confidential information includes, but is not limited to, all non-public information about the SACC and/or its members.
- Fair Dealing. In carrying out their duties and responsibilities, directors should promote fair dealing by the SACC and its employees and agents in all aspects of the SACC's operations.
- Protection and Proper Use of SACC Assets. Directors should promote the responsible use and control of the SACC's assets and resources by the SACC and its employees. SACC assets, such as information, materials, supplies, intellectual property, facilities, software, and other assets owned or leased by the SACC, or that are otherwise in the SACC's possession, should be used only for legitimate purposes of the SACC.
- Compliance with Laws, Rules and Regulations. In carrying out their duties and responsibilities, directors should comply, and cause the SACC to comply, with applicable governmental laws, rules and regulations.
- Encouraging the Reporting of Illegal or Unethical Behavior. Directors should cause the SACC to proactively promote ethical behavior and encourage employees to report evidence of illegal or unethical behavior to appropriate SACC personnel.

Directors are expected to adhere to this Code. It is the responsibility of each director to become familiar with and understand this Code, seek further explanation and advise concerning the interpretation and requirements of this Code, as well as any situation which appears to be in conflict with this code. The Board of Directors shall determine appropriate actions to be taken in the event of violations of this Code.

Any waiver of, or amendment to, the requirements of this Code may only be authorized by the Board of Directors or a duly authorized committee of the Board.

If you have any questions about our policies, please contact us at 940-458-7702 or [chamber@sangertexas.com](mailto:chamber@sangertexas.com).