

Management of emails to meet privacy requirements

Last updated: 29 January 2026

These guidelines are provided by New Zealand Bridge. The club will abide by these guidelines.

Background

Participating in tournaments at other Clubs is an enjoyable aspect of playing Bridge. It's important that players can easily find out what's happening and where, so they can sign up if interested.

There are several methods that Clubs can take to achieve this, while also adhering to the Privacy Act and showing respect for one another by reducing the risk of unsolicited direct communication.

We need to be cognisant of our obligations under the Privacy Act where the main issues to address are:

- Unsolicited emails must comply with the Privacy Act,
- Limits on excessive contact,
- A Club's relationship with its own members is respected

How to Action

Promotion of Tournaments

There are 3 steps Clubs can take to promote their tournaments to other players, as follows:

1. Upload Tournament Info to the Tournament schedule on the NZ Bridge Website
We want to encourage players to refer to the tournament schedule on the NZ Bridge website – one place everyone can go to, to see what's coming up. Clubs are encouraged to first upload a promotional and informational PDF (preferred to a Word Document) within the tournament schedule on the website. Instructions on how to do this are included at the end of this note. (at present these need to be sent to the NZBridge Secretary)
2. Use the NZ Bridge Community Facebook page to upload information
This will give you wide circulation and will act like a bulletin board. Can include a link to the pdf on the NZ Bridge website.
3. Email to Club Secretaries
NZ Bridge Affiliated Clubs can circulate posters promoting upcoming tournaments to Club Secretaries, with a request that the poster be put up in the club for member information. This should be done ONCE only.

Please understand that Clubs who receive your email are under no obligation to put up a poster or email it to their members. How they keep their own members informed is up to each club.

Group Email Requirements

Group emails can be both useful and informative but also, at times, unwelcome and annoying.

Group emails must only be sent to people who have agreed to receive those emails and are likely to find the information useful, or they risk being immediately deleted. They need to be succinct with clear information, respect privacy and not be sent repeatedly.

Here are a few considerations regarding group emailing:

1. Clubs should **provide their own members with the option to opt into or out of club information** mailouts.

Someone within the club should have the responsibility to manage databases – keeping them up to date – adding and deleting as requested. It is critical if a member asks to unsubscribe from Club emails, it must be recorded and actioned. Someone must be tasked with that responsibility.

2. No club should be mass mailing to personal email addresses, other than their own members or those who have opted in.

It is not appropriate to send emails to non-club members, unless you can show they have clearly opted into an email database (i.e. signed up for a tournament).

If you need to send an email to those registered in a tournament to update information about the tournament, the email must be sent out as below, must be solely about the tournament, and the email addresses must NOT be saved or used for any other purpose.

3. **Personal email addresses should NEVER be able to be viewed in a group email.**

Do not put the list of emails in the TO or CC line. If you are not using a group email programme (like mail chimp or similar) you should use the BCC line that sits below the CC line, or you risk breaching the Privacy Act.

4. Click [here](#) to find out how to Enable the 'Bcc' field in Outlook. Only send the information ONCE and be really clear in the subject line.

Include a subject such as: 'Upcoming Tournament Information for xxxxx,' so the recipient knows what it is and what to do with it.

Nobody appreciates an email box filling with spam. Abuse this, and face the risk of receipt fatigue, reports of spam and future emails being deleted before they are read.

Additional Resources

[Privacy Principles – Note: your information is used and shared appropriately](#)

Implementation of Policy: 10 February 2026

Signed: *Kerry Geertson*

President