



XX.XXX: Electronic Communication Policy

Effective: xx/xx/xxxx – RES-XXXX-XXX

Purpose:

This policy outlines the guidelines and procedures for SMS text messaging, email, and other electronic communications used for official communication by Genesee County. The policy ensures that personal information is protected and used solely for the purpose of sending relevant updates and notifications.

Authority and Responsibility:

This policy is authorized by the Board of Commissioners. The Chief Information Officer (CIO) is responsible for its implementation and oversight. The IT Department monitors compliance, provides training, and supports secure internet and device use.

Application:

This policy applies to all individuals who sign up to receive SMS alerts, email notifications, and other forms of electronic communication from Genesee County, including employees, residents, and other stakeholders who may be affected by Genesee County's services and updates.

Definitions:

1. **User:** Any resident or member of the public who subscribes to Genesee County's SMS, email, or other electronic notifications.
2. **SMS Messaging:** The use of text messages sent to mobile phones as a means of communication by Genesee County.
3. **Email Communications:** The use of electronic mail to send information, alerts, or updates to recipients from Genesee County.
4. **Personal Information:** Information provided voluntarily by users, such as phone numbers or email addresses, used to send notifications and updates through electronic communications.
5. **Opt-In/Opt-Out:** The process by which users enroll in, or discontinue participation in County communication services.



Policy:

1. Personal Information Collection

- a. Genesee County collects personal information (such as phone numbers for SMS and email addresses for electronic communications) when individuals opt-in for notifications.
- b. This information is used solely to send messages regarding Genesee County services and updates, such as emergencies, building closures, and other important notifications.

2. User Consent and Opt-Out

- c. Users give consent by enrolling in any official Genesee County notification service.
- d. Users may opt out at any time:
 - i. **SMS:** Text STOP
 - ii. **Email:** Click the unsubscribe link
- e. Message frequency may vary. Standard message and data rates may apply.

3. Data Privacy and Sharing

- a. Personal information will not be shared with third parties for marketing or advertising.
- b. Information is stored securely and used only for authorized purposes related to County communications.
- c. The County complies with all applicable privacy laws and will only disclose user data when legally required.
- d. Personal information collected for notification services will be retained only as long as necessary to fulfill the purpose for which it was collected.
- e. Data may be retained longer as required by law or for operational auditing and reporting purposes in accordance with County records retention policies.

4. Accessibility

- a. Genesee County is committed to making electronic communications accessible.
- b. All messages will be written in plain language, and email formats will be compatible with screen readers and other accessibility tools whenever possible.

5. Authorized Senders

- a. Only County departments and personnel authorized by the CIO may issue messages through official communication systems.
- b. Use of any County communication service for unofficial or personal messaging is prohibited.



6. Message Content and Frequency

- a. Messages may include:
 - i. Emergency alerts
 - ii. Building closures
 - iii. Inclement weather notifications
 - iv. Service disruptions or important County updates
- b. Frequency of messages may vary based on operational need and circumstances.

Example SMS:

“Genesee County: County buildings are closed today due to weather. Visit www.geneseecountymi.gov for updates. Msg & data rates may apply. Reply STOP to opt out.”

Example Email:

“Alert from Genesee County: Offices are closed today due to inclement weather. Visit our site for updates. You can unsubscribe using the link below.”

7. Monitoring and Oversight

- a. The CIO and the IT Department will monitor compliance with this policy and ensure responsible use of County messaging systems.
- b. Use of the communication platform will be periodically reviewed to ensure security and effectiveness.

8. Security Incident Reporting

- a. Any suspected compromise of County communication platforms or unauthorized access to subscriber data must be reported immediately to the IT Department.
- b. The County will follow its established incident response plan to investigate and mitigate any breach.

9. Non-Compliance

- a. Any internal misuse of the County’s notification systems may result in disciplinary action under other applicable County policies.
- b. Residents who misuse the system or submit abusive content in response to messages may be blocked from further participation

10. Data and Communication Integrity

- a. This policy will be reviewed annually by the CIO or as needed based on technology or regulatory changes.
- b. Updates will be posted on the County website and reflected in public opt-in forms and consent notices.



11. Acknowledgment

By opting into Genesee County's SMS or email alerts, users acknowledge that they have read and agree to the terms of this policy and the County's Privacy Policy.