



Cultural Resource Collective Network-Wide Suppression Policy

TRG Arts has announced new functionality for the creation of a network wide suppression segment, allowing patrons who do not wish to receive mailings from any CRC member organizations to have their contact information suppressed across all organizations.

This was created to address past instances where patrons have contacted organizations asking their information not be shared among any of the organizations. In the past, it was possible for TRG to identify which organizations had these patrons on their lists, and would sometimes ask them to add these patrons to their suppressions list. However, due to the complexity and time required to carry this out, it did not always happen—hence this fix. The new Network Suppression Segment, which I as the CRC Coordinator will administer, will address this issue.

If a patron contacts you or someone at your organization requesting their information not be shared, or who wish to not receive any mailings, please follow the following steps.

1. If a patron contacts you or someone at your organization and communicates their desire to have their information not shared, or to not receive mailings from those in the Cultural Resource Collective, collect the patron's full name and contact information (mailing address).
2. After collecting their contact information, confirm with the patron the addressee of the mailing. If John Doe is the addressee, but Jane Doe lives at that address and contacts you saying they do not want to receive mail, we need to collect John Doe's name as well. Only adding Jane Doe's name to the Network Suppression Segment will not solve the problem.
3. Once this information has been collected, e-mail it to Katy Corella, CRC Coordinator at katycorella@artsfund.org. She will add the patron information to the Network Suppression Segment within 5 business days.
4. Once the segment is created, it will automatically be applied to the Exclude section of lists in the Data Center. Members will have the ability to remove this suppression segment from their lists; however, TRG does not recommend this when there is trade data in the list.

If you have any questions, contact Katy Corella, CRC Coordinator, at katycorella@artsfund.org or by phone at (206) 508-0299