Membership mailing list rental policy  
(approved by HFSA Executive Committee on December 4, 2018)

The Heart Failure Society of America (HFSA) rents its membership mailing list electronically. HFSA requires pre-approval of all items to be mailed and is the sole judge of the suitability of materials for mailing to members. HFSA reserves the right to deny requests where the purpose or use may not be considered in the best interests of HFSA or the intended recipients. HFSA will manage the electronic distribution of materials to HFSA members.

Non-profit institutions wishing to rent the mailing list for educational purposes may purchase mailing labels at a reduced fee.

Rental of the HFSA membership mailing lists to vendors and outside entities does not constitute an endorsement or guarantee of the product or service being marketed. Unless expressly agreed by HFSA in writing, any representation by the buyer(s) and/or his client(s) or agent(s), whether overt or implied, of HFSA endorsement or guarantee of a product or service is prohibited.

HFSA specifically prohibits use of its membership mailing list for the following purposes:

- Copying and entering names and addresses from the provided labels into a client’s computer database for any purpose. This applies to duplication and/or storage in any form by any means, electronic, mechanical, photocopying, recording or otherwise.
- Announcements of opening or positions at companies/institutions.
- Membership recruitment mailings or related promotions for external organizations.
- Announcements of education programs, equipment or other products and services not related in some way to the field of heart failure except for specific HFSA-sponsored membership programs/services provided by commercial firms.
- Use of member names and addresses for on-site visits to members' homes/offices for any reason.

In addition:

- All requests must be submitted in writing and include an explanation of information being communicated or copy of material to be sent.
- Requested lists are to be used within 30 days as information becomes outdated.
- Requests will be approved by the HFSA CEO. The CEO may consult with HFSA committees and leaders as appropriate.
- The lists will not be provided for promotion of education events and programs taking place within 30 days before the HFSA Annual Meeting, other than HFSA-endorsed events affiliated with the Annual Meeting. Electronic distribution of the lists will not occur within 60 days before the HFSA Annual Meeting.
- Information being sent to the memberships cannot conflict with the HFSA’s mission and should be aligned with the HFSA’s academic leadership goals and objectives.
- Direct mailing list brokers or other third parties soliciting the HFSA Membership mailing labels on behalf of a client assume total responsibility for timely payment to HFSA, regardless of the client’s payment standing with the broker or third party.
- Use of the list is for one-time only and limited exclusively to the specific offer or service as described in the mailing sample submitted in conjunction with the order form. One-time use includes two electronic distributions of the list (initial distribution and follow-up distribution).

The use of the HFSA membership mailing lists in any of the ways prohibited above shall be cause for, at a minimum, permanent disqualification of the buyer(s) and/or his client(s) or agent(s) from use of the mailing lists. Violation of this policy as set forth above may also be grounds for legal action.

The costs of renting the HFSA membership mailing list is $2,250 to for-profit corporations and $1,000 to non-profit corporations. Payment must be received following your request approval. Acceptable forms of payment are personal or business checks, Visa, MasterCard, and American Express.

If you have any further questions, please contact our office at info@hfsa.org or 301.312.8635.