

Town of Cape Elizabeth

Policy for Non-Interactive Notifications, Updates and Cancellations

Maine statutes provide that municipalities can keep as confidential email addresses obtained for the sole purpose of disseminating noninteractive notifications, updates and cancellations that are issued from the political subdivision or its elected officers to an individual or individuals that request or regularly accept these noninteractive communications.

The Town of Cape Elizabeth now provides a service through an independent service provider known as MailChimp.

This service or a similar successor service will be utilized by the Town of Cape Elizabeth as follows:

Any email addresses obtained for the sole purpose of providing noninteractive communications to citizens and other interested parties shall be kept confidential and shall not be considered as a public record. However, the message content absent the distribution list shall be a public record.

Any messages sent out using the notification service shall be kept non-political without opinions. The type of notices to be sent out shall include such things as election process notifications, i.e. absentee and voting day procedures, election results, notices of public hearings, notices of special community events, closings of municipal services, road repair notifications, emergency public safety or public health notices, and other information relating to municipal services.

Only individuals authorized by the town manager shall utilize the email system to send notifications to the distribution list and all notifications may be sent out only after entering a special password.

Notifications using the email notification system must contain an unsubscribe opportunity in each email, the reason the recipient is receiving the email and the physical mailing address for the Town of Cape Elizabeth.