MKCT Communications Policy

This document sets out governance and guidance for the permitted uses of the communications tools at the disposal of the MKCT communications team in relation to notifying community members of relevant news, events and other information.

Key Principles

1. This communications policy governs the use of MKCT's Website, email system, social networks and instant messaging platforms by all MKCT Communication team members, where internet and email use is well established.

2. MKCT will make use of the following communications channels (including but not limited to)

    - Email – group mailing lists
    - Website (www.mkct.org)
    - WhatsApp Communities Group

3. **Communication Scope (Permitted)**

    To notify community members of any relevant news, events or other information related to (including but not limited to):

    - MKCT charity updates
    - Community events based on the Islamic Calendar
    - Community News, i.e. notification of deceased community members
    - Events organised by MKCT or authorized by MKCT
    - Other communications that are relevant to the majority of MKCT Members
    - Community run events open to all members without prejudice (local or national).

4. **Communications Out of Scope (Prohibited)**

    - Advertising of goods or services.[1]
    - Any communication for Private (None MKCT) events are not permitted to avoid any confusion and / or conflict.
    - Communications which may constitute unlawful use of intellectual property rights.
    - Any communications that are deemed to be in conflict with the MKCT Mandate (see Schedule A on our website).

5. **Governing and Guidance of MKCT Communication Channels**

    All communications MUST adhere to the MKCT communication governance and guidance rules. Before any communication is delivered, it will be required to be vetted and approved by a Management Committee member and once approved it will then be transmitted (broadcasted) using the appropriate MKCT channel(s).

    In order to send a message through MKCT channels please email it to info@mkct.org to begin the approval process.

Approval and Vetting

I. Any communications that would like to be transmitted via the MKCT Communication channels must be submitted to an MKCT Communications Team Members (Individuals that hold the role of Trustee, Secretary or Executive Committee Member) or any other volunteer that is assisting the Trustees and Executive Team in broadcasting and moderating communications on behalf of MKCT.

II.   All communication must be submitted in a finalised and correct format prior to final checks and transmission.

III. All communication submissions will be checked by Management Committee member/s against the Governing and Guidance of MKCT Communication policy.

IV.   Management Committee member/s will be responsible for sending out the communication or in the case of non-compliance, informing the submitter that it does not meet the Guidance as specified in the MKCT Communication policy.

Personal Data

In line with GDPR principles, with regards to the aforementioned communications channels, MKCT holds as little personal data as possible to achieve its goals. Currently, MKCT only hold member email addresses as part of our group mailing list via our secure email system provided by 'Google Workspace'.

Receiving / Unsubscribing from Communications

- **Email**

  All community members who have chosen to receive emails from MKCT have opted-in independently, all members are free to unsubscribe from the group mailing list at any time by emailing info@mkct.org and stating 'unsubscribe' in the subject line or within the email body. A team member will process this request as soon as possible.

- **MKCT WhatsApp Communities Group**

  Community members can sign up by using an available link or requesting one to join the MKCT WhatsApp Community group at any time. A team member/Moderator will accept the request when received, users are free to leave at any time. No personal data is collected or stored by MKCT team members.

Policy Review

This policy will be evaluated on an ongoing basis at regular intervals to ensure the information contained within remains relevant and accurate.

Footnotes

[1.]   Management Committee members may on certain occasions allow advertising of particular goods or services if they deem it is in the interest of the majority of MKCT Members.

Dated: 29/01/2023
Muslim Khumbar Community Trust