

# NuVista Federal Credit Union

## E-Marketing Policy

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NuVista Federal Credit Union's (NuVista FCU) Commercial Email Policy herein outlined relates to commercial or marketing email as defined by the CAN-SPAM Act.

*"Commercial or Marketing content advertises or promotes a commercial product or service, including content on a website operated for a commercial purpose."* The terms "Commercial" or "Marketing" will be used interchangeably within this Emarketing Policy.

### **Expectations**

#### **Frequency**

NuVista FCU will periodically send commercial emails regarding our products and services, or those of our affiliates, to individuals for whom we have a recorded email address.

#### **Delivery**

To make sure you receive our important commercial emails, please add [info@nuvista.org](mailto:info@nuvista.org) to your Outlook, Hotmail, Yahoo, Gmail, MSN, NetZero, etc. Sometimes certain keywords are picked up by filtering software and legitimate emails are sent to your SPAM folder. By allowing our sub-domains to come through, you'll be sure to receive NuVista FCU messages.

#### **Unsubscribe Policy**

All recipients who receive commercial emails will have the opportunity to Opt-out of commercial emails from [info@nuvista.org](mailto:info@nuvista.org) at any time.\* Please email [unsubscribe@nuvista.org](mailto:unsubscribe@nuvista.org) to quit receiving marketing emails. Requests for unsubscribing may take up to 10 days to take effect.

Opt-out instructions for other electronic correspondence outside of commercial email will be made available when applicable.

If you received an email and have questions as to why you received that messaging or feel you received an email in error, please email your concerns to [info@nuvista.org](mailto:info@nuvista.org)

**\*Unsubscribing for commercial or marketing emails will not affect delivery of other NuVista FCU or affiliate electronic messages; it will only suppress commercial emails sent from [info=nuvista.org@cmail19.com](mailto:info=nuvista.org@cmail19.com) . For example, email related to research, an application, transactional information regarding your accounts, services or products as well as communications between a NuVista FCU employee to a member or non-member when a solicitation or promotion is not included, will not be affected. This list is intended to provide examples of electronic communications only and is not intended to be comprehensive. On occasion, once a member has Opted-out of commercial emails sent by [info=nuvista.org@cmail19.com](mailto:info=nuvista.org@cmail19.com) will unsubscribe members from related messaging sent from other domains other than nuvista.org, as well as other sub-domains of nuvista.org, at its own discretion.**

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### **Security**

NuVista FCU will never ask you for personal account information via email. We do not use email as a method of communicating personal financial information. Email is not a secure medium of communication. To ensure the continued security of your personal information, please do not send your account information or personal information such as your Social Security Number, passwords, card numbers etc., via email.

All commercial emails originated by NuVista FCU, sent from [info@nuvista.org](mailto:info@nuvista.org), will include indicators that will help authenticate NuVista FCU emails upon receipt. These tools will only be available on emails sent from [info@nuvista.org](mailto:info@nuvista.org). Here are some things to look for:

- From Field: [info=nuvista.org@cmail19.com](mailto:info=nuvista.org@cmail19.com) or emails that reference our domain or a sub-domain of nuvista.org.
- Links within an email will go to a NuVista FCU website domain (i.e. nuvista.org)
- NuVista FCU will be able to confirm any email's authenticity by emailing [info@nuvista.org](mailto:info@nuvista.org). In the event you receive a suspect email we cannot verify, it will be noted and reported.

### **Exceptions**

The majority of emails you receive will come from [info=nuvista.org@cmail19.com](mailto:info=nuvista.org@cmail19.com) however there may be some exceptions. Email [info@nuvista.org](mailto:info@nuvista.org) if you are suspicious of an email you receive; we will be able to authenticate it.

- NuVista FCU employees can reply to you or send you emails which are routed through a different server. These would generally be responses from inquiries received and would never contain personal banking information.
- We utilize third-party vendors, partners and affiliates to send some emails to members regarding products, services or general information. For example, these vendors may be utilized for alerts, online surveys, research, events, web polls and referrals.

### **Contact Us**

[info@nuvista.org](mailto:info@nuvista.org)

Montrose Branch  
970-249-8813 or 888-261-7488  
2711 Commercial Way, Montrose, CO, 81401

Gunnison Branch  
970-641-2482 or 888-261-7488  
243 N. Main St., Gunnison, CO. 81230