

Marketing

Last Modified on 05/31/2026 9:47 am EDT

Email marketing policies

In order to abide by federal CAN-SPAM and GDPR laws, and prevent any HBA emails from being designated as spam, HBA chapters are prohibited from sending their own marketing emails to members/prospects at this time.

All emails must be sent through the Informz platform which is managed by HBA central staff.

For questions or additional guidance on email marketing, please consult with your HBA regional director of social media or the regional marketing and communications COE president.

Last reviewed 31 May 2026
