

Power Ranch Community Association Communications Policy

Purpose

This policy has been approved by the Power Ranch Board of Directors, in representing the Power Ranch Community Association (herein known as PRCA), in order to provide guidance to the boards of directors, committee members, volunteers, residents, and managing agents with regard to the use of electronic and media communications.

Authorizations

It is the Power Ranch Board of Directors fiduciary duty to oversee the management of activities that affect the PRCA property owners. In that the official PRCA website, social media tools, electronic boards, e-mail programs, blogs, and media communications affect the PRCA property owners the PRCA Board shall maintain and fund such communication tools and any other future tools. The PRCA Board of Directors shall appoint one person a (herein "Managing Agent") to be the administrator for each of the following areas:

- Website
- Social Media
- Blog

The Managing Agent shall maintain administrator privileges for all electronic media in the case that it is needed.

Website Usage

The PRCA operates and maintains www.mypowerranch.com, an internet website, in order to provide property owners and visitors with information about the Power Ranch community and its programs, services, projects, issues, events, and activities, etc. The PRCA website is administered and maintained through the contracted management company or designated agent of the Power Ranch Board of Directors. Authorized agents update the website regularly and make every effort to ensure the accuracy of the information provided on the site. The information is provided as a public service and PRCA assumes no liability for any inaccuracies the website may contain.

Usage of Photos & Video

Photos and video taken in public areas and at public events may appear in publications and/or on-line media (e.g., Power Ranch Website, blog, etc.) serving the PRCA. People in public areas and at public events should have no expectation of privacy. Notices are posted at PRCA events stating that by attending this event, the residents and guests consent to and authorize the use and reproduction of any and all photographs and videos taken by PRCA staff and volunteers for publicity purposes.

Website Links

The PRCA may select specific links to outside websites that offer helpful resources for users, and incorporate such links into the design of the PRCA website.

Users should be aware that PRCA does not control, provide or endorse; nor is responsible for the content that appears on these outside links. PRCA provides these links as a convenience only. Users who access these sites do so of their own free will and at their own risk. Authorized agents shall determine what sites qualify to have links based on this Communications Policy. Links to other websites may be removed or replaced at the sole discretion of the PRCA at any time without notice.

Links by Other Entities to the Power Ranch Website

It is not necessary to get advance permission to link to the Power Ranch website. Website content and URLs may change at any time without notice. Entities and individuals linking to the Power Ranch website may not

capture any of Power Ranch's web pages within frames, represent Power Ranch content as their own, or otherwise misrepresent Power Ranch website content. Furthermore, they shall not misinform users about the origin or ownership of the Power Ranch website content.

Privacy Policy

The privacy of visitors to the Power Ranch website is of paramount importance to the PRCA. As such, PRCA shall exercise the utmost caution and discretion with the use of personal information. Personal information obtained shall be used to respond to a request or be retained in the database utilized to serve the Power Ranch Associations in order to improve communications with its residents. Users acknowledge the risk behind sharing any information via the Internet and are encouraged to use discretion when sharing personal information electronically. PRCA does not share or sell personal identifying information with any third party without the owner's expressed written consent.

Legal Notice

Communication made through electronic means shall in no way be deemed to constitute legal notice to and from the Power Ranch Community Association or any of its officers, employees, agents, or representatives where notice to the Power Ranch Community Association is required by any law, rule, regulation, or contract.

Jurisdiction Notice

Any person choosing to access or use the Power Ranch website for any reasons whatsoever agrees to be subject to Arizona state law. Any dispute arising there from shall be decided under the laws and in the courts of the State of Arizona.

Copyrights

All information and materials provided on the Power Ranch website, and social media sites, are the property of the PRCA. PRCA retains copyright on all text, graphic images, and other content found on the website. Use of the Power Ranch logo is strictly prohibited for any non-association related purposes. Commercial use of text, logos, photos, and other graphics is prohibited without the express written consent of the PRCA. The PRCA reserves all other rights.

Social Media

Official Power Ranch social media sites and web blasts(i.e. Facebook, Twitter, and YouTube) are intended for use by the agents designated by the Master Board to communicate Power Ranch programs, official meetings, services, projects, issues, events, status, and activities to members. Power Ranch may also utilize web tools to promote events for partners such as Town of Gilbert, Gilbert or Higley School District, or pertinent information impacting the resident base. Power Ranch residents may apply to the PRCA to have a post considered and included on Power Ranch social media sites by submitting a written request to the Power Ranch Association.

Weekly email blasts may also include promotional information on ASPIRE members (Association of Power Ranch Entrepreneurs). The purpose of the promotion is a benefit of membership to encourage further members to join the Association and provide a grass roots effort to promote "locally grown" businesses in Power Ranch. Other than Aspire members the only other for profit businesses featured on web blasts may be signature event sponsors that provide in kind donations or sponsorship of \$500 or more.

Comments made by users to social media posts are welcome under the following guidelines:

- Comments believed to be unrelated to the original posting, or topic shall be deleted.
- Comments or posts should not be political in nature or specifically endorse one party or another.

- Comments that we consider offensive or inappropriate, such as comments that include profanity; hateful, racially or ethnically offensive or derogatory; threats or harassing statements; or provocative, obscene or sexually explicit language shall be deleted. The PRCA shall not endorse social media sites that do not allow for the deletion of inappropriate content nor shall the PRCA be held responsible for the time frame under which deletions may occur.

To protect your own privacy and the privacy of others, please do not include phone numbers, email addresses, or other private and personal information of any kind in the body of your comment. Comments that contain personal information may be deleted at the sole discretion of the PRCA, its officers, employees, agents, or representatives.

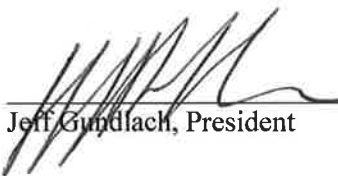
PRCA, its officers, employees, agents, or representatives reserve the right to delete or block users, fans, or followers for repeated non-adherence to any of the above guidelines.

E-mail Communications

The Managing Agent shall have restricted capability to disseminate e-mails to property owners using authorized internal software. E-mails sent through internal means shall use e-mail addresses collected by the Managing Agent during its normal course of duty. Some communication may be provided by third-party e-mail services. Receiving such communication shall be voluntary and initiated by the individuals electing to subscribe. Subscribers shall have the right to unsubscribe at any time.

Official Response to Media Requests

The media may, from time to time, request comments from the Power Ranch Community Association. The only authorized media contact shall be the president of the Association. Should that person be unavailable, the responsibility shall default to the next officer in the line of succession. Any comments made by anyone other than the designated person shall not be an officially recognized position of the related Board of Directors.



Jeff Gundlach, President

1.28.13
Date