



## MAIN STREET

### **The National Trust Main Street Center List Use Agreement**

The National Trust Main Street Center will distribute its active membership list only under the following terms and conditions:

1. The list is distributed for one time use only. Such use should occur within 45 days of the date of delivery.
2. The organization, business, or company requesting the National Trust Main Street Center list shall do so in writing through the attached Allied Member Request for List form.
3. Lists may be available in the following formats: a tab delimited text file or an excel file. Electronic files may be emailed to recipient.
4. It is understood that the National Trust Main Street Center uses decoy names to monitor the use of its list and to prevent and detect any unauthorized use or other violation of this agreement. The organization accepting this agreement acknowledges that they will be held unconditionally responsible for any violation of this agreement.
5. No part of the list shall be duplicated, reproduced in any way, form or manner. Under no circumstances shall it be traded or given out to any other organization, business or individual by the recipient.
6. The mailing made with use of the National Trust Main Street Center list shall contain no information that would allow a recipient to identify the National Trust Main Street Center as the source of the list.
7. Marketing pieces cannot compete with or conflict with membership, conferences, publications or other programs of the National Trust Main Street Center or the National Trust for Historic Preservation. The Center reserves the right to refuse a list request based on the content of the mailing piece or nature of the organization's mission. Information used for promotions shall not be political in nature, solicit donations or contravene the mission of the National Trust for Historic Preservation or its National Main Street Center.
8. The National Trust Main Street Center reserves the right to request a copy of the marketing piece before distributing the list to the Allied member in order to confirm that it complies with the aforementioned guidelines.
9. The National Trust Main Street Center makes no warranty or representation as to the accuracy of the list, of the addresses with respect to the results to be obtained, or to the number of mailing pieces which are undeliverable. The National Trust Main Street Center is not responsible for punitive or compensatory damages resulting from the loss of potential revenue.