



## COASTAL COMMUNITY CREDIT UNION DIRECTOR ELECTION GUIDELINES

### Purpose

As a cooperative, Coastal Community Credit Union (CCCU) has established these Director Election Guidelines to maintain fair and equitable campaigning by all candidates, to provide access for all members to all candidates, to encourage member participation in the democratic election process, and to maintain the integrity, stability and positive image of our organization. Candidates must agree to these guidelines as part of being accepted into the Directors Election.

### Campaigning Guidelines

The campaigning guidelines relating to CCCU Directors Elections, as established by the Nominations & Elections Committee of the Board, and in alignment with the Coastal Community Credit Union Rules, are as follows:

#### General Guidelines

- Campaigns should be conducted with maturity, professionalism and decorum.
- Candidates must neither make nor support negative comments about CCCU, its subsidiaries, affiliates, the CCCU Board of Directors, management and employees, or other candidates.
- Candidates are prohibited from using CCCU logos, design, colour scheme, phrases, or any other element of the CCCU branding.
- No candidate may use their candidacy as a credential, other than for election as a director of CCCU.
- Candidates may not directly or indirectly claim they will implement specific platforms or policies if elected.
- Candidates are prohibited from making promises or committing the Board to any specific course of action.
- CCCU reserves the right to modify these guidelines without advance notice.

#### Candidate Information for Members

- Each candidate must submit a biography and campaign statement, written in the third person (using the form supplied by CCCU).
- CCCU will review each biography and reserves the right to edit or reject material which it considers to be in poor taste, untrue or which may contain defamatory information, or comments or information which it considers not in the best interest of CCCU.
- A photo of each candidate will be arranged by CCCU at its expense.
- Candidates must take part in a short video to present to the membership. Candidates must prepare a video script and provide it to CCCU for approval prior to recording. The video will be produced by CCCU.

#### Notice of Election and Website Materials

- A Notice of Election will be published by CCCU and provided to all members eligible to vote, as well as posted on our website.
- Candidate videos will be made available through the CCCU website and in branches.

#### CCCU Premises

- CCCU prohibits any in-person campaigning inside, and within one hundred meters of, any branch, office or other property of CCCU, its subsidiaries and affiliates.

#### Phone and Email

- Individual member inquiries or comments received by candidates by telephone or electronic mail may be responded to directly.
- Candidates may not solicit the votes of members through automated telephone dialing systems or bulk emails (multiple email addresses in one email).

#### Advertising and Paid Social Media

- Candidates may not publish or have published any advertising (including paid or otherwise solicited), in print, television, radio, electronic media, social media and other means.
- Candidates may not purchase ads in social media or engage in paid tactics designed to increase the reach of social media posts.



### **Organic (non-paid) Social Media and Other Platforms**

- Candidates may use their personal Facebook, Instagram, Twitter and LinkedIn pages or profiles to campaign, and must follow all election guidelines in so doing. If you plan to campaign using your personal social media accounts identified above, candidates must submit a link to [communications@cccu.ca](mailto:communications@cccu.ca) so CCCU may follow along.
- Candidates may post the following on their personal social media pages and profiles identified above: text, videos, responses to comments made on their personal social media pages, and links to CCCU's website, subject to the above.
- Candidates may not use "tagging" (e.g. tagging people, entities, etc.) in their social media posts.
- Individual inquiries or comments received by candidates through social media direct messaging may be responded to directly through social media direct messaging. Bulk direct messaging (multiple recipients in one direct message) is not allowed.
- Except for their personal social media accounts mentioned above, candidates may not campaign in social media pages or groups owned by others and other digital platforms, such as online bulletin boards and online websites (including their own websites).

### **Assistance from Others**

- Candidates may allow up to four (4) people to solicit the votes of members in person, and by personal email and telephone (for privacy reasons, member lists are not available).
- Candidates are responsible for providing the names and home communities of up to four (4) people they would like to identify to CCCU.
- Candidates are responsible for providing a copy of these guidelines to anyone involved in campaigning on behalf of the candidate, and for ensuring they follow the guidelines.
- Except for the allowed four (4) people, a candidate will not seek or allow the assistance of others (including, without limitation, other candidates or mass media) to campaign on their behalf.
- Candidates may not solicit endorsements or testimonials.
- No candidate or their allowed four (4) people, may seek assistance or support from, or interfere with, any CCCU employee or member of the Board, director election Returning Officer, or any person employed by the Returning Officer in connection with the election.
- Candidates must notify CCCU if they become aware of any comments or posts regarding their candidacy in this election being published or broadcast on television, radio, the internet, social media (other than on the candidate's personal social media accounts that CCCU is following), printed material, and other public platforms.

### **Media**

- Candidates must not solicit or participate in interviews with the print, broadcast, electronic or other communication media in connection with the election.
- Communications by candidates to such media, including letters and op-ed pieces, that relate in any way to the election, CCCU or the financial services industry are prohibited.
- Candidates who are contacted by a member of the media to provide comment on the topic of this director election or their candidacy, must not provide comment and should refer them to [communications@cccu.ca](mailto:communications@cccu.ca).

### **Candidate Disqualification**

The comprehensive method and manner of campaigning set forth in these guidelines is approved by the Nominations & Elections Committee of the Board. Campaigning by other means is prohibited. Campaigning will be monitored, and candidates will be notified of any concerns and any actions required. As per Coastal Community Credit Union Rules, the Board may disqualify a candidate if they breach these Guidelines. These rules can be found on our Leadership page at <https://www.cccu.ca/about/leadership>.

### **Confidentiality**

- Candidates may receive confidential information about CCCU in the course of seeking nomination or during the election process, including, for example, information received through candidate interviews or by other means about CCCU's operations or organizational structure that is not publicly known.



- Any confidential information of CCCU disclosed to candidates remains the property of CCCU. Candidates must use all reasonable efforts to protect any confidential information of CCCU and must not use or disclose to any person such information, unless required by law, with the prior written consent of CCCU or in the course of their duties as a Director (if elected). Candidates must promptly notify CCCU if the candidate becomes aware of any unauthorized access, disclosure or use of confidential information of CCCU.
- Unless successfully elected or appointed as a CCCU Director, candidates will return or destroy all confidential information of CCCU received by the candidate at the close of the election period or otherwise at the request of CCCU.

#### **Questions and Clarification**

If at any time you have questions or would like further clarification regarding any of these guidelines, please contact CCCU's Communications Department at [communications@cccu.ca](mailto:communications@cccu.ca).