WCAA List and Email Policies

The Wellesley College Alumnae Association (WCAA) may provide class, club, and shared identity group (SIG) leaders with access to lists of their members upon request. These lists contain information useful to volunteer leaders for planning events, managing communications, or calculating metrics. The information shared in these lists is sensitive data and is provided at the discretion of the WCAA.

The WCAA is unable to include alumnae email data in these lists for many varied reasons, including but not limited to the following:

- The Wellesley College Alumnae Association is a 501(c)3 Nonprofit organization and therefore subject to privacy restrictions including the EU’s General Data Protection Regulation and domestic anti-spam laws. All email communications on behalf of the WCAA and its umbrella organizations are legally mandated to provide an option for recipients to unsubscribe or opt-out of receiving future emails. Private mass emails do not allow direct unsubscripton from Wellesley mail and therefore are not permitted. Platforms such as Paperless Post are not tied to the Wellesley database and any unsubscribes will not be captured for future communications.

- All broadcast emails to classmates, club members or SIG members should be sent through the WCAA’s official website newsletter function, which is connected to the College’s alumnae database.
  - The College’s records database tracks updates, email accounts that send back mail as undeliverable, and unsubscribe requests. Changes are continuously being made.
  - This ensures that communications are sent to the most current email addresses.
  - For help sending emails, please submit a request here.
  - Personal, one-on-one emails may be sent between alumnae.

- The WCAA offers online directories for all classes, clubs, and SIGs, as well as an all-alumnae general directory, which can be filtered by name, class, state, city, country, current or past employer, job title, or occupation. To access the general directory, please visit https://www.alum.wellesley.edu/people.html. To view your class, club, or SIG directory, please visit their respective websites.
Please note: while the online directories provide email addresses for many alumnae, compiling these addresses into a private list, or using them to send mass emails is strictly prohibited.

Solicitation emails are not permitted under any circumstances, regardless of the number of recipients.

The College and the WCAA aim to meet industry standards of our institutional peers, and we are committed to safeguarding alumnae information. You may view our full privacy policy here.

While broadcast emails are a useful means of communicating with classmates and club/SIG members, they are just one means of contact. Many groups have had great success by varying their communications between email, print mailings, the HIVE, social media, Facebook groups, and in-person events. If you need help reaching a particular individual or group, please reach out to your WCAA staff contact for assistance.

It is the responsibility of each alumna to provide the College with any changes in contact information to ensure she is listed correctly. Alumnae can report these changes to recordupdates@wellesley.edu or call our toll-free record updates number at 1-800-339-5233. If you receive news about alumnae contact updates, please let us know.