

Resolution # 14
VIVO RESORTS MASTER ASSOCIATION (CLUB VIVO RESORTS, A.C.)
COMMUNICATIONS POLICY

NOW, THEREFORE BE IT RESOLVED THAT the following procedures are hereby adopted by the Master Board of Directors:

General – Communication Distribution

General protocols are that after every meeting the minutes will be reviewed by the Members in draft form and after preliminary approval they will be distributed to the Boards of Directors and after their review, it will be posted to the new Owners Website. This may change upon decision of the Leadership Council. (Council)

Approved protocols and minutes will be posted to the Regimes Website
www.vivoresortscommunities.com

Council Communications Directives:

- a. Make or receive suggestions to/from the Boards of Directors on enhancements, programs or projects that the Owners desire.
 - i. **Assist Regimes within the scope of authority of each individual Regime or Association**, using emails, surveys, and/or forums, solicit the owners concerning programs and enhancements that they desire. All communication is to be preapproved by actions of the Boards before distribution.
 - ii. **Adoption of Initiatives:** The Council will review documentation to validate the opinions and desires of the owners and have approval of the majority of the Regime Representatives before action is taken. Many actions will have a financial consequence and the Boards must validate that the majority of owners are in favor of these actions.
 - iii. **Opinions** The Council acts on behalf of all members of the Association and for the benefit of the community as a whole. The opinions of the Council are not to be represented as the opinions of the community unless validated by survey or poll.
- b. Assist the Boards in researching and implementing Board-approved projects that benefit the Owners; and
 - i. The Council will present the above to the Boards of Directors at their regularly scheduled meetings. The Board will approve/disapprove projects or

enhancements as they feel appropriate. No action can be taken by the Council prior to approval by the Boards

- ii. Reports are to be factual and proactive with recommendations that are free from criticism, defamation or personal opinion.*
- c. Assist the Boards of Directors as the Board feels necessary.*
 - i. The Boards will explicitly through their representative assign tasks to the Council to review and decide to undertake.*
 - ii. The Council is not empowered as a standards enforcement authority but rather will report to the Boards and Management advising about policies and procedures it thinks should be enacted or modified.*
 - 1. Individual Council members, acting solely as an owner, may report alleged violations of community standards in the following manner:*
 - All reports are to be made to the appropriate Regime Board in confidence.*
 - Any reports containing personal information/addresses must specifically be noted as “confidential- not for distribution”*
 - No report of alleged infraction can be cc’d or bcc’d to any other person.*
 - There may be no defamation of fellow property Owners, Regimes, vendors and/or commercial entities. This pertains to both written and verbal communications. Use constructive input.*
 - No opinions or judgments shall be rendered concerning the fault or intent of any supposed violator.*
 - Only Boards through Management will investigate alleged violations. They will determine the process for notice or enforcement. Processes will be followed as directed by Board adopted policies and procedures.*
 - No individual owner is empowered to direct staff to take enforcement action in any manner. Only Management or the Boards may take enforcement action which will follow adopted policies.*
 - All rules and regulations shall be enforced equitably, and no class of owners shall be singled out for additional scrutiny.*

Responsibilities in Monitoring Communications:

- Individuals, Associations and Board members need to be very careful about their communications and those of the members of their Regimes. Neither they nor the

Regimes or Associations are protected from liability for libel, slander, defamation, invasion of privacy or business interference. In order to protect the Regimes or Associations, they and individual owners must be careful to keep all communications on the level of policy and procedure. It is one thing for an individual to talk directly and confidentially to their neighbor or the Boards about resolving a problem that exists solely between them, but it is entirely different to communicate with third parties and Owners at large. Individual situations should never be emailed or e-blasted, posted on social media platforms or otherwise communicated directly to anyone other than the Boards or management staff, as appropriate, who will handle every situation in a consistent, uniformly careful, private and respectful manner. A person or organization can be liable for damages, even if they are technically accurate, if they go about it in a manner that causes unwarranted harm or damage.

Community Rules on Use of Websites, Social Media and General Communication.

The rules are in place to mitigate legal risks and prevent disruption of community harmony.

Allowed Communication through official Vivo Community password protected website only.

- Board posts with Association/Regime related content. i.e. meeting dates, community event details, new rules, changes to existing rules, and reminders of the deadline of dues.
- Links to Regime/Association documents, such as the bylaws, minutes and policies.
- Additionally, other content worth posting or sharing include:
 - Surveys and polls
 - Community event photos
 - Useful community content such as safety tips, maintenance tips, etc.

Prohibited

All association members, including Board members

- Creation of a Vivo Resorts related websites, Chat Rooms or Social Media Accounts to include Facebook , Twitter, What's App, etc. without the express written approval of the Developer as this is a Trademark/Trade name violation.
- Posts to personal social media accounts that refer to Vivo Resorts in a derogatory manner.
- Posts that:
 - Are profane, offensive, defamatory, discriminatory or advocate violence in any way

- Personally attack specific groups or individuals
- Abuse, harass, threaten, or intimidate anyone
- Trolling, spamming and click-baits
- Have links to files that may contain viruses
- Content related to confidential Regime business (such as vendor negotiations or contracts, disciplinary actions, rule violation notices)
- Forwarding or sharing any information from the password protected sections of the community website without explicit permission of the Board or Management.
- Sexual content or links to sexual content
- Political or religious opinion or advocacy
- Content that encourages or conducts any activity that is offensive (defined per discretion of the Boards)
- Personal information
- Copyrighted or trademarked content (such as images)
- Images of children without parental consent
- Content that promotes or advertises a product/service, brand, or individual
- Community gossip
- Personal opinions presented as if it is representing the association's views
- Rants and Criticism
- Chat Room, What's App or Blogs prohibitions:
 - Engagement in personal attacks, gossip, obscenities, hostile diatribes, and defamation.
 - Not a means for communicating with the board and making demands.
 - Directors may not respond to such communications because they expose their association to potential risk.

Consequences of Violation:

- Offending posts must be removed immediately. If it is not, the Master Board or Management may report the offender to the social media platform provider and/or take legal action.
- Any unauthorized website, social media page or chat room must be discontinued. If it is not, the Master Board or Management may report the offender to the social

media platform provider and/or take legal action.

- If a member violates any of these social media rules, the Master Association may do any of the following:
 - Discipline or fine the member
 - Remove the offender's access to the Community website.

The mission of the Councils is to make owners [Residential (rental and non-rental), Commercial] feel heard and welcomed rather than policed or harassed.