

# Christ Church Cathedral Communications

## Policies and Guidelines 2023



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## **Communications at Christ Church Cathedral**

The Cathedral is called to the task of "bringing the heart of Christ into the heart of the city" by faithful proclamation of the Gospel, service to the poor, the life of prayer, the creative pursuit of the Spirit's imagination, and the joy of Christian fellowship. An important aspect of the work of the church is communications.

The Canon for Communications affirmed a commitment to improve the quality and effectiveness of the Cathedral's communications through more intentional management of its brand and a better workflow in the department.

Drafted by the Canon for Communications in consultation with the Print/Production Manager, with approval of the previous Dean, the Cathedral's Communications Policies and Guidelines are intended to address recurrent and emerging issues and concerns associated with all mass

communication channels used by the church, and to present clear guidelines to staff members and parishioners to help them use these tools most effectively on behalf of the church.

While the essential messages have remained constant, the channels through which Christ Church Cathedral communicates have changed radically in recent years. In addition to the spoken word and printed materials, email, social media channels, online scheduling applications, and the Realm database have become integral and essential to the Cathedral's communications. It is the intention of the communications department for the church to embrace its value as powerful, cost-efficient tools for helping staff and lay volunteers fulfill the mission and ministries of the church.

These policies cover mass communications by anyone—clergy, lay staff members, commissions, committees, or parishioners—who represent himself or herself as an agent of Christ Church Cathedral or its ministries, whether as a paid employee or volunteer.

Because technology and various platforms evolve over time, these policies are meant to apply to all communications channels and tools now and in the future, whether or not specified by name or in use at this time. Accounts, groups, and pages created before these policies were established will be encouraged and helped to be brought into compliance by the Canon for Communications.

The Rector authorizes the Canon for Communications to implement and maintain these policies and guidelines. The policies and guidelines may be revised at any time without notice. Major revisions will be documented in writing and approved by the Rector.

## **General Communications Policies**

- The purpose of mass communication is to support and serve clergy, lay staff, and lay leaders in furthering their ministries and promoting their programs to the parish and community. This is carried out primarily by the Canon for Communications and the Print/Production Manager.
- The Cathedral's mass communication initiatives strive to serve active parishioners of all ages and levels of technological sophistication by keeping them informed of news, events, and concerns of the church using both print and digital communication.
- The Cathedral's publications are for the purpose of communicating news and information for and about Christ Church Cathedral. In the spirit of good stewardship of its limited resources of staff time, editorial space, and audience attention, the Cathedral limits its publications to promoting only ministries, programs, and events sponsored or co-sponsored by the Cathedral Church—the Vestry, the ministry commissions, and the Rector. The interest or involvement of Cathedral parishioners as individuals does not establish sponsorship by the church itself. Using the Cathedral's facilities does not

necessarily establish such a relationship. The Cathedral does not publish commercial messages promoting for-profit businesses or professional practices, including offers of free products or services intended to promote a for-profit concern.

- The Canon for Youth Ministries manages branding and communications with the Cathedral's youth in sixth through twelfth grade and their parents, subject to the review of the Canon for Communications. The Canon for Family Ministries manages branding and communications with parents of parish children from infancy through sixth grade, subject to the review of the Canon for Communications. The communications department is available to help with these ministries as needed.
- In the interest of intentional management of the communications process, all official mass communications intended to represent, or be distributed on behalf of Christ Church Cathedral or its ministries must be sent to:
  1. The corresponding Commission chair for approval.
  2. To the Canon for Communications for review and may be sent to the Rector for approval before publication.

These communications need not be created nor ultimately distributed by the Canon for Communications, but they must be reviewed and approved before publication or release on behalf of the Cathedral.

- Unauthorized mass communication using the church name and targeting all or selected parishioners and/or external audiences is not permitted.
- All information maintained by Christ Church Cathedral in its member database is kept private. The Cathedral does not release parishioners' names, contact information or other personally identifiable information, or provide information to third parties, about parishioners' health status, living conditions, or other private matters. Should a request for information about a parishioner be received by the church, it will be referred to the parishioner or his or her immediate family to respond to as they wish.
- Except for the Rector and the Senior Warden, parishioners and staff members are not authorized to speak to reporters as representatives of the church without advance knowledge and coordination with the Canon for Communications. All media inquiries should be directed to the Canon for Communications. Similarly, parishioners and staff members are not authorized to communicate broadly (e.g., through social media) in a

manner that is intended to communicate or might reasonably be interpreted as communicating, on behalf of Christ Church Cathedral.

- Individuals' advertisements to buy or sell goods and services or concerning employment opportunities are not appropriate for church publications, including social media pages and bulletin boards.
- As Editor, the Canon for Communications determines scheduling and placement of articles and announcements in the various publications. Materials submitted via the [Cathedral Events Publicity Form](#) by clergy, staff members, ministry leaders, and others for use in the Cathedral's publications may be edited for clarity, style, tone, spelling, grammar and length, or in order to comport with policies or the mission of the parish, the diocese, and/or the Canons of the Episcopal Church, without review or approval by the original author. Space limitations and production schedules may preclude publication of submissions. Inappropriate or editorially unsuitable materials, as determined by the Editor, will not be published.
- Christ Church Cathedral obeys copyright laws and publishes only materials for which the proper licensing fees have been paid and/or permissions secured.
- In accordance with rules governing its tax status, the Cathedral does not endorse political candidates, nor does the church participate or intervene in any political activity or campaign.

## **Prayer Lists**

- The Cathedral maintains a Private Clergy Prayer list, which is a confidential prayer list shared only with clergy and pastoral staff.
- The Daily Chapel Prayer list is read aloud at the 12:15 p.m. Holy Eucharist during the weekdays, first names only, and includes those on active military duty.
- Names from the Daily Chapel Prayer list are published by first name in the Prayers of the People on Sundays.
- To add someone to a prayer list, parishioners must first secure permission from the person to be added, then provide at least the first name of the person being listed and decide which list they would like the person to be on.
- Individuals are listed either by first name and surname or first name only and remain on the public prayer lists for one month unless the request is canceled or renewed by

clergy to the Membership Coordinator.

- People on the military prayer list remain there until the church is notified they are no longer on active duty.

## Timelines

### Weekly Worship Leaflets

The Print/Production Manager **shares the templates on Friday** with designated staff. The templates need to be proofed (with corrections or additions added) **by Wednesday** to be printed on **Thursday**.

### Special Leaflets

Information to the Print/Production Manager at least two weeks ahead of time.

### Announcements

Although there are often exceptions, announcements are to be started **four weeks** in advance of the event being promoted, therefore, the following timelines have been set:

- Receive approval of date, time, and space by the Events Coordinator, then the [Cathedral Events Publicity Form](#) should be filled out with as much detail as possible (updating the form after submission is possible if further information needs to be added.)
- Announcements are generally presented in chronological order in both printed and digital platforms and continue in the publications, as space permits, until the registration deadline has passed or the event has occurred.

## Verbal Style Guidelines

- Consistent with the style guidelines of the Episcopal Church, the Bishop is identified as “the Right Reverend,” the Dean is identified as “the Very Reverend,” priests and deacons are identified as “the Reverend” or “the Rev.” and their “goes-by” name for example, “the Rev. Madeleine Rebouché.” The Cathedral’s deacon is an archdeacon in the diocese and is identified as “the Venerable Roger Saterstrom.” If a priest is a Canon they will be referred to as “the Rev. Canon Lissa Smith,” or “the Rev. Canon Anna Russell Friedman.” The “the” is always included, and is not capitalized unless it’s at the beginning of a sentence. Lay staff with Canon titles should be identified as “Canon Alison Bocking”

- The Cathedral Organist and Choirmaster, who has a doctoral degree and is a Canon, is identified as “Canon Dr. Michael Velting.” The Associate Organist and Choirmaster also has a doctoral degree, and is identified as “Dr. Malcolm Matthews.”
- Parishioners and staff members are identified by their “goes-by” and last names, without courtesy or professional titles, in the first reference and, in parish publications, by their goes-by names in subsequent references.
- Staff members’ job titles and parishioners’ committee affiliations, if applicable, are included in the first reference. For external publications, parishioners and staff members are identified by their surnames in subsequent references.
- All event announcements include a descriptive title, date, time, location, cost, registration deadline (if applicable), and a contact person’s name, title, phone number, and email address.
- Announcements are written in third person, ideally with the event name, location, date and time in the opening sentence.
- Events are presumed to attract participation on their own merits and so are presented and described in a simple, straightforward way. Details may be included to help explain subject matter, spiritual significance and logistics, but adjectives and “sell copy” are kept to a minimum.
- Job titles, names of committees and the Vestry are capitalized.
- Chapel, Nave, Sanctuary, and other rooms in the church are capitalized, along with named rooms, such as the Wheeler Room or Parish Hall.
- The abbreviation “CCC” is only used in informal writing, not in publications or outside communications.
- Dates are always accompanied by the day of the week, as “Thursday, May 14”. The year is included if needed for clarity. Cardinal numbers are always used. Ordinal numbers are not used.
- Times of day are designated a.m. or p.m. using lowercase letters followed by periods.
- The possessive of Jesus is Jesus’s. Any name ending in “s” is made possessive by adding an apostrophe and an s.

## Visual Style Guidelines

### Christ Church Cathedral Logos

- The Cathedral's logos should be used only in connection with official programs and ministries of the church, and only in materials and contexts that reflect favorably on Christ Church Cathedral.
- The logo may be depicted in three ways, the online "modern" logo, the original color logo, and the original line logo.



- Reproduction of the logo should be clear and sharp, using the appropriate file format and resolution for the size and application. The Canon for Communications can supply the logo file in the format(s), color(s), and size(s) needed. The line shield must be printed in black, gray, or white on a dark background.
- Ghosted images of the logo's illustration may be used to add visual interest to service leaflets and other designs.
- The Cathedral's program or ministry logos created by anyone other than the Communications Department must be submitted to the Canon for Communications for review and approval prior to use. The Canon for Communications may disapprove a logo design if the quality and/or consistency with branding are not in keeping with established standards.
- The Canon for Youth Ministries and the Canon for Family Ministries have discretion over their own ministries' brand, subject to the review of the Canon for Communications.



## **Cathedral Colors**

Cathedral Blue - #235BA9

Cathedral Red - #CA231C

Cathedral Green - #3B624C

## **Print Publications Guidelines**

### **Print Production Platforms**

- The Canon for Communications and the Print/Production Manager produce print publications for the Cathedral using industry-standard Google Docs and Adobe Creative Cloud software, including InDesign, Quark, Photoshop, and Acrobat. These are the preferred formats for any materials that are to be printed and/or distributed widely within the parish and beyond.

### **Cathedral Stationery**

- In the interest of consistent branding, cost-efficiency and quality control, all official church letterhead, envelopes, note cards, and staff members' business cards should be ordered through the Print/Production Manager.

### **Regular Worship Leaflets or Templates**

- Christ Church Cathedral's official liturgical publications, including service leaflets and templates, are created in Google Docs as the usual format; this platform provides the ability for the publication to be shared for editing purposes for clergy, key staff, and communications personnel.
- EB Garamond is the typeface used for all templates, service leaflets, booklets, and pew publications. (Garamond is used if EB Garamond is not available.)
- Sunday leaflets are printed in-house on 11x17-inch recycled paper, normally stapled eight to twelve-page booklets.
- Special services sometimes require more pages, but should be contained to no more than 32 pages if possible, due to constraints of the current printer.

- Outsourcing for selected leaflets such as Christmas and Easter only with permission of the Canon for Communications.
- All leaflets must have a final PDF made for the Print/Production Manager to enter into the Cathedral Archives.

### **Cathedral Art Series, Special Liturgies, and Postcards**

- Concert booklets, special liturgies leaflets, and postcards are created and printed by the Print/Production Manager.

### **Wedding Leaflets**

- Wedding leaflets are designed under the direction of the Print/Production Manager with input from the officiating Clergy, the Events Coordinator (who serves as liaison with the couple) and the music department.
- A Wedding Intake Sheet in Google should be submitted to the Print/Production Manager at least **four weeks** before a wedding from the Events or Wedding Coordinator. The standard leaflet is included in the wedding package. Any leaflets other than standard is considered custom and could have an extra cost. The leaflets are shared and proofread by the officiating Clergy and the couple a week before the wedding.
- Only liturgies from the BCP, 1979, are used. Any other requests must be submitted to the Rector for his review. While couples may change the graphic design of their wedding service leaflet, they may not change the wording of the liturgy. Couples who outsource and redesign the appearance of their leaflet must submit the finished design draft to the Print/Production Manager two weeks before the wedding for approval by clergy before printing. No further changes may be made to the approved version.
- Wedding leaflets are printed in-house typically on 8.5 x 11 via warm white linen recycle paper folded to 5.5 x 8.5, unless otherwise requested.
- EB Garamond or Garamond are used for wedding leaflets.
- All leaflets (whether made by the Cathedral or outsourced) must have a PDF made and sent to the Print/Production Manager to enter into the Cathedral Archives.

## Burial Leaflets

- Burial Office leaflets are designed under the direction of the Print/Production Manager with input from the officiating Clergy, the Events Coordinator (if serving as liaison with the family of the deceased,) and the music department.
- A Burial Office Planning Template in Google should be prepared by Clergy and shared with the Print/Production Manager, and those involved with the funeral as soon as information becomes available from the deceased's family.
- Only liturgies from the BCP, 1979, are used. Any other requests must be submitted to the Rector for review.
- Leaflets are printed in-house typically on 8.5 x 11 via warm white linen recycle paper folded to 5.5 x 8.5, unless otherwise requested.
- Standard leaflets may be printed on white or warm white linen paper with a Christ Church Cathedral shield on the front cover.
- EB Garamond or Garamond are used for funeral leaflets.
- All leaflets (whether made by the Cathedral or outsourced) must have a PDF made and sent to the Print/Production Manager to enter into the Cathedral Archives.

## Liturgical Certificates

- Baptismal, Confirmation, Received, and Reaffirmation Certificates are designed and produced under the direction of the Print/Production Manager.
- Intake/Information forms for Journey In Faith and Youth Confirmands should be filled out and submitted to the Membership Coordinator no later than **3 weeks** before the scheduled liturgy.

## **Announcements (Printed)**

- Every issue of Announcements contains notes for the upcoming Sunday services, adult formation class listings and upcoming events. Brief summaries of events and announcements follow in chronological order in compliance with the General Communications Policies and Guidelines set forth above.
- This document is usually designed and formatted in Quark/InDesign.

## **Brochures and Flyers**

- Throughout the year, the Canon for Communications and, occasionally, Committee volunteers, produce brochures and flyers to promote selected programs and events.
- These assets will be produced in compliance with the General Communications Policies and Guidelines set forth above.

## **Stewardship Materials**

- In conjunction with the Stewardship Committee, the Canon for Communications produces pledge packet materials (both print and digital) to support the annual fund pledge solicitation and provides writing and design support for the planned giving program.
- All assets are produced in compliance with the General Communications Policies and Guidelines set forth above.

## **Bulletin Boards/Monitors**

- The Cathedral has two primary bulletin boards. The bulletin board in the reception area is to be used exclusively to promote ministries and events sponsored or co-sponsored by Christ Church Cathedral. The bulletin board in Cheek Hall is used for relevant events in the community.
- Parishioners and staff members should submit materials to be posted on bulletin boards to the Canon for Communications. Materials should not be posted without prior approval.
- Video/monitor screens in the Reception Area, Cheek Hall, and the Wheeler Room will reflect upcoming events and programs.

## **Interior and Exterior Posters, Signs, and Banners**

- Graphic design and production of permanent signs throughout the Cathedral's building and grounds are managed by the Communications Department.
- Requests for revisions to existing signs or proposals for new signs should be submitted to the Canon for Communications.
- Signs and banners designed by anyone other than the Canon for Communications or the Print/Production Manager for display on church property should be submitted to the Canon for Communications for prior approval before production.

## **Photography and Videography Guidelines**

- Photography and videography are welcome and encouraged so long as they do not disrupt or detract from the service or event.
- Photographers and videographers should get approval from the Events Coordinator before photographing or recording services, classes, and other live presentations.
- Flash photography is not permitted during church services and should be used sparingly during classes and events, and only after gaining permission from the person leading the class or event, to minimize distraction.
- Minor children are not to be identified by name in photographs and videos published by the church.
- Parishioners who do not want any likeness of themselves or their minor children to be used in church publications should notify the Canon for Communications. Every effort will be made to exclude them when shooting photographs, although they may still appear in group shots.

## **Guidelines for Wedding Photographers**

- The Events Coordinator is responsible for working with the photographer before, during, and after the liturgy.
- It is permissible to take non-flash photographs and videotape the service unobtrusively.

- Posed photographs in the Cathedral Nave may be taken only after the liturgy and are limited to 30 minutes unless otherwise approved.

## **Photographic Image Submissions and Specifications**

- Photographers and videographers are encouraged to share their photographs and videos with the Canon for Communications for use in church publications.
- In submitting photographic images for use by the church, contributors grant Christ Church Cathedral non-exclusive rights to edit and publish the images in various print and digital media as determined by the Canon for Communications.
- Ideally, photographic images will be created and provided at the camera's highest possible resolution settings. The standard size for screen resolution images is 72 pixels per inch. The minimum resolution for images to be used in print is 300 pixels per inch.

## **Digital Guidelines**

### **Happenings**

- Happenings is a weekly newsletter emailed from the church's Mailchimp account on Thursday afternoons.
- Most subscribers are parishioners, but the list also includes former and prospective parishioners, staff members, and others interested in news from the Cathedral.
- Submissions for inclusion in Happenings follow the same rules as the general communications policies and timelines, optimal submission date is 4 weeks before event.
- Community announcements are considered on a case-by-case basis. The announcement must follow the established guidelines (no for-profit advertising.)
- Requests for inclusion should be submitted through the [Cathedral Publicity Intake Form](#). Timelines may be found on the form.

## **Pastoral Notices**

- A Pastoral Notice is an emailed message sent periodically, with permission of the family, to announce the death of a parishioner or a birth of a baby into a parishioner's family.
- For death notices, within the standard format, the message includes the full name of the deceased, surviving family members are listed by name, funeral and family reception arrangements if at the Cathedral or at another location.
- For birth notices, within the standard format, the message includes the full name of the baby, the name of the parents and the name of the grandparents and siblings.
- All interaction with the family concerning Pastoral Notice is handled by clergy.

## **Other Dedicated Email Announcements**

- The Canon for Communications sends occasional dedicated email messages to promote programs and events, to call for volunteers and to announce news.
- These email "blasts," while cost-efficient, are used sparingly to avoid the perception that Cathedral sends too much email.

## **Youth and Family Ministries**

- The Canon for Youth Ministries and the Canon for Family Ministries may maintain their own communications with their ministry groups.
- Mass announcements are made through the Canon for Communications to the entire parish with posters, social media, other print materials, and in Happenings when requested.

## **Guidelines for Digital Communications with Children/Youth**

- In the virtual world, Christ Church Cathedral observes healthy boundaries and safe church practices as in the physical world. Digital communications for children and youth are managed and monitored by Family and Youth ministries respectively.
- The primary purpose of social media communication by the church aimed at children and youth is for providing information related to a ministry or event and not for

one-on-one interaction between staff members and youths.

- Because of fundamental power inequalities, adult clergy and lay staff should not submit “friend” requests to youth.
- Youth sending friend requests to adult clergy and lay staff’s personal accounts may, at the discretion of the staff member, be directed to the Children or Youth Ministry page. If a staff member chooses to accept a friend request from a minor, he or she will search the social media site for the youth's parents' profiles and issue friend requests to them.
- When communicating with youth via social media, there must be at least two adults with administrative rights for each account used for ministry communication.
- Social networking groups for youth should be open to parents of current members.
- Social media and other electronic communication may not be used to communicate with children who have not reached the ninth grade, but instead should be directed to their parents.

## **Email Guidelines**

- Mass messages sent from Mailchimp are in compliance with best practices, providing an opt-out link so recipients can easily remove their addresses from the mailing list.
- Subscribers are encouraged to subscribe themselves via a submission form at the bottom of each page of the website, this keeps the list clean and in compliance.
- The Communications Department may add new subscribers on request from the owner of the email address when necessary.
- Email addresses may be imported from the church database to create targeted mailing lists for parish-related purposes on a limited basis. The email list must be sorted and compared with the current Happenings List on Mailchimp. The addresses that already exist in the Mailchimp Happenings list should be tagged for the targeted communication and not added as a duplicate.
- The Cathedral does not share parishioners’ email addresses with third parties, nor does it publish parishioners’ email addresses on its web site, except when given express permission by a parishioner.



- Addresses that repeatedly bounce may be removed from the contacts list.
- Staff members sending email messages from their christcathedral.org address to multiple parishioners' external addresses are encouraged to use the blind carbon copy (BCC) field to keep recipients' addresses private.
- Policies and guidelines set forth herein relating to email or social media shall also apply to other, similar means of communication, including future alternatives such as texting or technological mass or group communication applications, media or methods providing similar functionality.

## **Web Site**

The Canon for Communications maintains the website for the church: [www.christcathedral.org](http://www.christcathedral.org) as well as the Cathedral's archive site: <https://sites.google.com/a/christcathedral.org/archives/welcome>

## **Facebook Groups and Pages**

- Christ Cathedral Nashville, main Facebook page of Christ Church Cathedral
- Christ Church Cathedral Youth, private group
- Christ Church Cathedral Choristers, private group
- Christ Church Cathedral Children's Formation, private group
- Christ Church Cathedral Young Adults, private group
- BreakingBread@6, private group

## **Other Social Media**

- YouTube: Christ Church Cathedral, Nashville
- Twitter: @ChristCathedral
- Instagram: christcathedralnashville

## **Other Online Accounts**

- Zoom
- Sign-Up Genius (maintained by various staff members)
- Realm Database

## **Internet and Social Media Guidelines**

- All General Communications Policies apply to Internet and social media channels.
- With or without approval of the person(s) involved, the Cathedral does not render pastoral care or publish private, confidential information about individual parishioners, staff members, or employees through any web site, public social media channel, or other public forum.
- The parish web site contains hyperlinks only to non-commercial web sites. The Cathedral will not link to other web sites containing political content.
- Christ Church Cathedral disclaims any association with or responsibility for uncontrollable content displayed on third-party web sites, such as Facebook and YouTube.
- Any existing site, page or group set up on behalf of the church, using the church name, must include the Canon for Communications as an additional administrator. This is important for unforeseen events that may cause the page to be deleted in the event the founding administrator abandons the page, is the victim of hacking or is locked out of his or her account, or if he or she becomes disgruntled with the church.
- Staff members and parishioners who set up accounts on behalf of the church for the purpose of using online tools such as Sign-Up Genius to schedule volunteers are asked to provide a user name and password to the Canon for Communications in case access to the account is needed. (This will be a future feature to be utilized in Realm.)
- Parishioners are encouraged to participate in social media on the Cathedral's pages, sharing photographs and announcements related to church-sponsored events, and diocesan and Episcopal Church news. All posts are subject to prior administrative approval.

- The Canon for Communications may decline to publish a post considered off-topic, inappropriate or in violation of the church policies.
- When tagging or identifying people in photographs, parishioners should identify only themselves. Minor children will not be identified.
- Comment and blog response are to be moderated regularly by page administrators. Inappropriate content may be taken down by the Canon for Communications or any page administrator. Users who post or attempt to post inappropriate content may be banned or blocked.
- Parishioners may act as administrators of pages to support programs and ministries of the church, provided they are familiar with and agree to follow the church's social media policies.
- Administrators should screen group membership requests to confirm the prospective member appears to be a "real person" and not a potential spammer. Spam accounts usually show no friends, few if any posts and memberships in multiple groups.
- Individual clergy and staff members are responsible for administering their personal social media accounts, including content posted on their profile pages and friendships and connections they maintain. It is recommended that clergy and staff monitor their profile pages regularly and delete postings they feel are inappropriate.

## Realm

Realm is the Cathedral's current database and new platform for communications between clergy, staff, ministry groups, and serving teams.

- The Cathedral's member directory will be available online through Realm. The directory is not to be used to create contact lists for solicitations on behalf of individuals or other organizations.
- All information maintained by Christ Church Cathedral in its member database is kept private. The Cathedral does not release parishioners' names, contact information or other personally identifiable information, or provide information to third parties, about parishioners' health status, living conditions or other private matters. Should a request for information about a parishioner be received by the church, it will be referred to the parishioner or his or her immediate family to respond to as they wish.
- Detailed information on Realm Policies/Protocol is available [here](#).