

The Downtown Neighborhood Association of Elgin (DNA) adopted the Email Promotions Policy effective August 1, 2019. The following version was updated February 9, 2021 to reflect membership program changes.

DNA utilizes Constant Contact as our official email distribution service and complies with the Email Permission Policy guidelines found [here](#). DNA will not sell, rent or lease email addresses or lists to any third-party individual or company.

Persons wishing to receive emails from DNA must sign-up directly via our website or request to be added by DNA staff. To sign up for DNA emails or adjust your email preferences please use the link [here](#) on our website and select the options that best describe the content you wish to receive.

To unsubscribe from a DNA email list, click the unsubscribe link within the email received. Persons who have previously unsubscribed from DNA emails but wish to receive them again must add themselves back into the system by utilizing the email sign-up form located on our website [here](#). **This action cannot be completed by DNA staff directly.**

DNA is not responsible for emails not received or delivered to a recipient's SPAM/JUNK folder.

DNA creates and distributes weekly event promotion emails to an extensive list of interested community members, which continues to grow. The format for weekly event emails is subject to change based on evolving needs and trends. Previous versions of event emails were known as "The Top 10" and "The Weekend Reminder". DNA also sends at least one business resource email monthly: "The Business Buzz"

Businesses and organizations located within the geographic boundaries* of Downtown Elgin are encouraged to submit their events and promotional offers to DNA for consideration to be included in the above opportunities. Events and promotions will be included at the discretion of the DNA as they relate to the DNA mission and as space allows. DNA is not responsible for missed or omitted events that have not been communicated at least 1 week in advance via the form located on the DNA website found [here](#), or communicated to staff directly.

** Downtown Elgin is designated as Kimball Road (both sides) to the north, Dundee/Center/Villa (west side) to the east, State street (both sides) to the west and National Street (both sides) to the south.*