POLICY MANUAL

INFORMATION TECHNOLOGY

Number 553
Subject: Internal Bulk Email
Effective Date: February 1, 2008

553.1 PURPOSE

The intention of this policy is to assign authority and responsibility for content and volume of internal bulk mail so that its use is: a) acceptable to the majority of recipients; b) protects the privacy of recipients; c) and is within the capacity of the systems that generate, transmit, and store the messages.

553.2 DEFINITIONS

- Authorized Message – a bulk email message that complies with the requirements of this policy.
- Authorized Senders – University officers, Deans, Department Heads and Directors, Academic Advisors, Faculty, and the elected officers and advisors of any University group registered, recognized, or sanctioned by Utah State University, and governed under by-laws (e.g., Faculty Senate, PEA, CEA, ASUSU, and CSCOs).
- Constituency – a group of employees and/or students who report to, are under the direction of, or are led by an Authorized Sender. Individuals can be members of multiple constituencies. Individuals cannot "opt-out" of constituency mailing lists while remaining in the constituency.

553.3 POLICY

When obtaining a University email account or providing a preferred email address in the University's single system of record, University employees and students give implicit consent to receive email messages individually or as a group from authorized senders on behalf of the University constituencies and organizations to which they belong. All messages must be judged by the authorized sender to be in the best interest of the

recipients and the University. Senders may not contact groups outside of their own constituency without the prior approval of the recipients or the appropriate authority.

Senders of authorized messages will use procedures which protect the privacy and security of the recipients, will impose no undue burdens on the email system, and will comply with existing Federal and State law regarding email and content as well as any other University policies (e.g., FERPA, HIPAA, CAN-SPAM, harassment and copyright laws).

USU Information Technology (IT) is directed to publish Procedures that conform to this policy and other relevant University policies as they apply to currently available email service. IT shall make available resources and services to facilitate compiling appropriate email address lists, and sending of bulk email to authorized constituencies. IT shall provide directions for appropriate use of those resources to protect the privacy, security, and other legal rights of the recipients as well as to preserve the integrity and efficiency of the email delivery system.

553.4 ENFORCEMENT AUTHORITY & PENALTIES

Violation of this policy should be reported to the Vice President for Information Technology or the IT Security Team in a timely manner with complete documentation. Verified violations will be referred to the appropriate administrator for review and possible disciplinary action.

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