

## University of East Anglia mass internal email policy

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## **1 Introduction**

This policy outlines the acceptable uses of mass email addresses at the University of East Anglia and defines the ownership and authorisation process.

The aims are to ensure that mass emails comply with the General Data Protection Regulation (GDPR) and Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR), are appropriately selective, that best practice is consistently applied and that the circumstances in which a mass email can be sent are clear.

- Communications sent via a mailing list must be limited to what is necessary for the audience to read to assist them in their work or studies. School or departmental staff/student lists must not be used to inform people of events or services not directly related to their work/study, as to do so may equate to direct marketing and breach PECR.
- Where mailing lists are used for marketing purposes, the list owner must ensure they have documented consent for the marketing and enable people to withdraw their consent at any time. The Data Protection team can provide advice on using personal data for marketing purposes.
- Mass email distribution should be used only when other channels are ineffective for time-sensitive communications of a high level of importance and relevance to recipients. They must not be used as a standard or regular supplementary communications channel.
- In the first instance, the portal, Lasdun/Square, School and departmental bulletins or social media channels should be used to communicate information to staff and students.

## **2 Definition of mass email**

For the purposes of this policy, a mass email is defined as an email communication sent to:

- All staff
- All students
- All UG students, all PG, all PGT or all PGR students
- All staff within a department.
- All staff or students within a School or Faculty
- All students within a particular year group for a School or Faculty.

## **3 All-staff and all-student emails**

### **3.1 Definition**

The all-staff and all-student email distribution lists contain the email addresses of all university staff members and all university students respectively.

### **3.2 Ownership**

The all-staff email list is owned by the Human Resources Director and the all-student email list is owned by the Director of Student Services. The lists are produced and maintained by the ITCS team.

### **3.3 Criteria for sending an all-staff and/or all-student email**

An all-staff or all-student email should only be sent in a business critical or urgent situation which will impact on and/or require action by the majority of recipients or to relay important information of relevance to the majority of the group. Examples include:

- Severe weather issues
- Security and safety warnings
- Urgent facilities issues
- IT/communication problems
- Emergencies, crises or major incidents
- Key corporate messages of widespread relevance to the recipients.

These messages must contain only limited, non-sensitive personal data (e.g. name and role of sender).

### **3.4 Authorisation**

- Authorisation must be obtained from the list owner or Corporate Communications, who will advise on alternative channels if necessary. Contact [Communications@uea.ac.uk](mailto:Communications@uea.ac.uk)
- All-staff and all-student messages not issued by the list owner must be authorised by Corporate Communication, who can edit drafts and will send the communication on behalf of the message owner
- The list of permitted senders is managed by the mailing list owner.

### **3.5 Unsubscribing**

Individuals are not entitled to unsubscribe from the above mailing lists, so it's vital that the lists are used only use them for important or urgent information.

## **4 Other mass emails**

### **4.1 Definition**

Other mass emails include, but are not limited to, emails sent to distribution groups for all UG, all PG, all PGT or all PGR students, all staff within a department and all staff or students within a School or Faculty or a particular year group of a School or Faculty.

### **4.2 Use of mailing lists**

Mass emails can be sent only when other channels (such as the portal, newsletters/bulletins or social media) cannot deliver the information effectively or in a timely manner. They should only contain information of a high level of importance and urgency. These messages must contain only limited, non-sensitive personal data (e.g. name and role of sender).

Mass emails must be sent via a mailing list – names must not be entered manually.

#### **4.2.1 Automatically-populated lists**

##### **4.2.1.1 Authorisation**

Authorised senders to the student School lists are on the [portal](#). Please note that some specific restrictions are enforced.

##### **4.2.1.2 Unsubscribing**

Individuals are not entitled to unsubscribe from the above mailing lists, so it's vital that the lists are used for important or urgent information, and are not used for marketing purposes. See Introduction (1).

## **4.2.2 Manually-managed mailing lists**

### **4.2.2.1 Ownership**

Mailing lists have one or more nominated owners

### **4.2.2.2 Authorisation**

Each email must be sanctioned by the list owners and adhere to the conditions described in the Introduction (1) and the Best Practice guidelines below (5).

The list of permitted senders is managed by the mailing list owner.

### **4.2.2.3 Unsubscribing**

The list owners are responsible for ensuring recipients are clearly notified of how to be removed from their mailing list, and for processing unsubscription requests.

## **5 Best practice for drafting and sending mass emails**

- Language and style: <https://portal.uea.ac.uk/arm/campus-news/internal-communications/policies>
- Put recipient addresses in the "BCC" field
- Make the subject line clear and concise.
- Do not send large attachments. Try to contain the information within the body of the email or in a web link
- Make the text clear and unambiguous - check spelling, punctuation and grammar
- Keep the text as brief as possible
- Include contact details for more information.

## **6 Further information**

Communications: [Communications@uea.ac.uk](mailto:Communications@uea.ac.uk)

Data Protection: [Dataprotection@uea.ac.uk](mailto:Dataprotection@uea.ac.uk)

ITCS: [it.servicedesk@uea.ac.uk](mailto:it.servicedesk@uea.ac.uk)