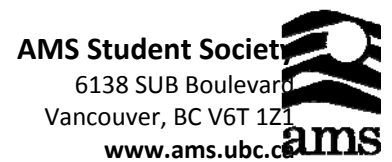


THE ALMA MATER SOCIETY OF THE UNIVERSITY OF BRITISH COLUMBIA



Number & Title *# 1-3 – Responsible Use of Students’ Email Addresses*

Effective Date:

November 5, 2014

Approval Date:

November 5, 2014

Review Date:

This policy shall be reviewed **every** five (5) years

Responsible Committee:

Student Life and Communications Committee

Authority:

AMS Code of Procedure Section II, Article 11(1)

“Council may create external and internal policies as well as combined policies.”

Purpose and Goals:

This policy is designed to:

- 1) Commit the *AMS* to secure and responsible use of students’ email addresses for *campus-wide emails*.
- 2) Align the *AMS* with the University’s desires that *campus-wide email* be limited to uses consistent with the academic, student and campus life and research and administrative objectives of the University.
- 3) Secure the access required by the *AMS* to students’ email addresses to facilitate its elections and to communicate with its members.

Applicability:

This policy is applicable to all *campus-wide emails* distributed by the *AMS*.

Exclusions:

- 1) This policy does not apply to:
 - a. Emails distributed by *Constituencies, Clubs*, and other subsidiaries of the *AMS*

Definitions:

For the purposes of this policy:

<i>Address</i>	shall mean an email address of a member of the <i>AMS</i> .
<i>Campus-wide email</i>	shall mean an email distributed to every <i>AMS</i> member.
<i>Emergency</i>	shall mean an unexpected event or situation that poses a recent, immediate, or probable threat to a large number of UBC students' personal safety, security, or well-being, and which requires a time-sensitive response by the <i>AMS</i> .
<i>Targeted email</i>	shall mean an email distributed to specific segments of the <i>AMS</i> membership, such as to <i>AMS</i> members in a specific <i>AMS</i> Constituency or Club.

Policy:

- 1) *Campus-wide emails* shall only be used for purposes consistent with the objects, vision, and mission of the *AMS* as reflected in its *Constitution, Mission Statement, and other governing documents*.
- 2) The *AMS* shall send a maximum of two (2) campus-wide emails per month unless there is an emergency where information needs to be disseminated.
- 3) Notwithstanding paragraph (2) above, if there is a need to send a third *campus-wide* email in a single month, it may be done as long as the Student Life and Communications Committee approves the third email by a Two-thirds (2/3) Resolution.

- 4) The *emails* shall be used to communicate various forms of information, including but not limited to:
 - a. Information about upcoming *AMS* elections and referenda;
 - b. Information about time-sensitive emergency issues;
 - c. Information welcoming students to *UBC* and the *AMS*;
 - d. Information regarding *AMS* student surveys;
 - e. Pertinent information as so deemed by the Student Life and Communications Committee; and.
 - f. Information promoting *AMS*-run or *AMS*-sponsored events as well as *AMS* clubs, services, and businesses.

- 5) The *AMS* shall prohibit the transmission of the following types of information over *campus-wide email*:
 - a. Information that discloses personal information about an individual without their consent or otherwise violates their rights under the privacy laws or any other laws.
 - b. Pirated software, destructive software, pornographic materials, libelous statements or any other information that may injure someone or lead to a lawsuit or criminal charges.
 - c. Advertisements for commercial enterprises, with the exception of *AMS*-owned business and *AMS* lessees.
 - d. Repetitious or redundant information, or any other information that is wasteful of computing or information network resources, which unfairly monopolize resources to the exclusion of others, or which through frivolous use goes beyond the intended use of the system.
 - e. Information that assumes identity or role of another person, organization, or entity through deception or without proper authorization.

- 6) The *AMS* shall implement a process whereby all requests for the transmission of information through *campus-wide email* pass through the Communications Manager of the *AMS* in consultation with the President, thereby ensuring a single final point of decision-making concerning which communications may be sent to students.

- 7) The *AMS* will ensure the creation of the file security mechanisms and other network infrastructure, along with policies restricting access to *addresses* within the *AMS* and the provisions of locks and other physical infrastructure within the Student Union Building to safeguard the confidentiality of students' email addresses.

- 8) *Targeted emails* may be sent to communicate the same sorts of information that may be communicated in *campus-wide emails* in accordance with paragraph 4 above and are subject to the limitations on *campus-wide emails* enumerated in paragraph 5 above.
- 9) *Targeted emails* may be sent no more than twice a month to any one segment of the AMS membership unless the Student Life and Communications Committee approves an additional email by a Two-thirds (2/3) Resolution or if the email is of an emergency nature as defined elsewhere in this policy or in University policies.
- 10) Before a *targeted email* may be sent, the Communications Manager must seek the consent of the President of the relevant AMS Constituency, Club, or other body unless such an email is required to establish a Constituency or unless the email is of an emergency nature, in which case the Communications Manager must seek the approval of the AMS President and the AMS Executive Director.

Consultations

The following groups have been consulted during the development of this policy:

The President, Communications Manager, Student Life and Communications Committee, IT Manager, Privacy Officer, Marketing Manager

History:

Responsible Use of Students' Email Addresses. Approved April 30, 2010.

Related Policies:

[AMS Personal Information Protection Policy](#), [AMS Communications Policy](#)

Appendix:

There is no appendix to this policy.