

Number & Title: CM2 – Responsible Use of Student Contact Information

Effective Date:

April 9, 2020

Approval Date:

April 9, 2020

Review Date:

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

Responsible Body:

Executive Committee

Designated Executives and Staff Members:

Privacy Officer/Marketing and Communications Manager, President

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:

Address shall mean an email address of a member of the *AMS*.

Address

Campus-wide email	shall mean an email distributed to every AMS member.
Emergency	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 AMS.
Targeted	email shall mean an email distributed to specific segments of the AMS membership, such as to AMS members in a specific AMS 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 Executive Committee approves the third email.
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. 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.
 - Information that discloses personal information about an individual without their consent or otherwise violates their rights under the privacy laws or any other laws.
 - Pirated software, destructive software, pornographic materials, libelous statements or any other information that may injure someone or lead to a lawsuit or criminal charges.
 - Emails with the primary purpose of advertising for commercial enterprises, with the exception of AMS-owned business and AMS lessees.
 - 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* or 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 take measures to ensure the safeguarding of students' *addresses* in accordance with confidentiality and privacy regulations, along with policies restricting access to *addresses* within the *AMS*.
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 Executive Committee approves an additional email 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, IT Manager, Privacy Officer, Marketing Manager

History:

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

I-3 – Responsible Use of Students' Email Addresses Amended November 5, 2011.

Related Policies:

AMS Personal Information Protection Policy, *AMS* Communications Policy

Appendix:

There is no appendix to this policy.