

# VERMONT TECH

## Manual of Policy and Procedures

<i>Title:</i>  <b>Bulk Email</b>	<i>Number:</i> <b>T 120 A</b>	<i>Page(s):</i> <b>1</b>
	<i>Date:</i> <b>March 2010</b>	

### PURPOSE

The CAN-SPAM Act of 2003 defines a set of rules regarding the use of email for commercial purposes. There is also an expectation of ethics pertaining to the sending of such emails. This policy defines how Vermont Tech will handle related email sent by or on behalf of the college.

### STATEMENT OF POLICY

The College will only send CAN-SPAM related email to carefully selected recipients. Commercial emails shall provide an opt-out mechanism by which any of the recipients may exclude themselves from future commercial mailings from a specific email list or the college as a whole.


The college shall use a reputable outside vendor to send commercial email in order to mitigate the risk of college email servers being blacklisted.

### PROCEDURES

Before such emails are sent out, the college will notify the IT department so that they can monitor for possible complications arising from spam blocking.

### POLICY MODIFICATION HISTORY

- I. The following dates reflect chronological changes made to this policy which are henceforth considered depreciated.
  - a) March 2010

Signed By:  Patricia Moulton President
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