

# Bulk eMail Policy

**Responsibility of:** IT Services  
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**Approved By:** IT Steering Group (ISG)

## **1 Introduction**

- 1.1 Bulk email is sent to a large number of recipients. This policy applies to email sent to 100 or more recipients. However, much of the guidance in Section 3 is useful even if sending to as few as 20 recipients.
- 1.2 Email allows inexpensive and efficient communication between University staff, students, and the outside world. Bulk email plays a part in this and can be a useful tool for distributing information.
- 1.3 However, there are a number of risks in sending bulk email:
  - Both members of University staff and students receive a lot of email. Unnecessary bulk email adds to this burden.
  - Bulk email may be seen as spam, and third parties may add the sending address or the whole university to a spam blacklist and reject future mail.
- 1.4 In addition, malware and phishing attacks on the University often try to compromise University systems in order to send out spam and further phishing mails, in bulk. To prevent this, IT Services implement appropriate technical controls to limit the amount of emails sent.

## **2 Policy**

- 2.1 Use of bulk email is restricted to cases where this means of communication is appropriate and necessary to reach the intended audience. Alternative means of communication should be considered before using bulk email, such as inserting an article in an existing newsletter, placing a message on the Student Portal or using the electronic screens.
- 2.2 Announcement emails intended to go to all students or all staff should only be sent using the existing Announcement process, as managed by the Marketing team.
- 2.3 If it is appropriate and necessary to send out a bulk email, you should consult with IT Services in advance to ensure it is not blocked or delayed by email security controls. If your work requires regular sending of bulk email, you should consult with IT Services who may be able to whitelist your account.
- 2.4 The use of University email systems to send unsolicited commercial or advertising material, chain letters, or other junk email of any kind is prohibited.
- 2.5 Bulk email used for direct marketing purposes must comply with appropriate legislation, such as the Privacy and Electronic Communications (EC Directive) Regulations 2003.

## **3 Additional Guidance**

- 3.1 Bulk emails should be kept as short and clear as possible. Avoid attachments and unnecessary formatting and images. Consider sending a link to a web page or a shared document instead.
- 3.2 Always ensure you are appropriately targeting the emails and that they will be relevant and of use to each recipient. Where appropriate include a way for recipients to ask not to receive further emails.
- 3.3 It is often necessary to ensure recipients of a bulk email are not able to identify other addresses the mail has been sent to. You should hide these addresses by either:
  - Listing recipients on the Bcc line of the mail, rather than the To or Cc lines.
  - Using mass mailing software, such as Microsoft Word Mail Merge, to send each recipient an individual mail.