

Email Messaging Standard

OVERVIEW

The College's Email Standard (Standard) establishes and describes the required customary tasks authorized users of electronic email messaging must follow to comply with College policy, industry best practices, Federal Communications Commission (FCC) regulations and the CAN-SPAM Act and Rule and relevant state laws. It also aims to protect individuals' privacy and prevent unwanted, unsolicited email messages.

SCOPE

This standard applies to all authorized users of electronic messaging including employees, contractors, and third-party vendors who send emails on behalf of the College.

This Standard applies to all electronic email messaging sent to individuals or groups on behalf of the College, a College department or College official to **non-Palmer owned or controlled** devices or applications.

DEFINITIONS

Definitions may be accessed on the College's website at: [Palmer College Electronic Messaging Definitions](#).

POLICY

The College's policy may be accessed on the College's website at: [Institutional Policy Electronic Messaging](#).

A. COMMERCIAL AND MARKETING E-MAIL MESSAGES

1. **Primary Purpose for Communication:** to advertise or promote a product or service
2. **Requirements Prior to Sending Email Messages** – The following must be completed prior to sending email messages.
 - a. **Notification Requirement** - Mass e-mail messaging must be submitted to and approved by Marketing & Communication and must comply with College Policy and this Standard.
 - (1) **Consent Requirement:** requires express opt-in consent from the recipient before sending email messages .
 - (2) **Disclosure Requirement:** requires disclosure of [Palmer's SMS Terms and Conditions](#) and [SMS Privacy Statement](#). This can be obtained through electronic means, such as a web form or email, as long as the disclosure clearly informs the recipient.

(3) Email Message Content Requirement: All email messages must include the following:

- i. ***Clear Identification of the sender:*** Clearly identify the sender of the message (e.g., College name, department name, sender's name).
- ii. ***Physical Address:*** Include a valid physical postal address for Palmer College.
- iii. ***Clear Identification of the purpose for the message:*** The purpose must be clearly identified (e.g. an advertisement, solicitation, marketing)
- iv. ***Subject Line:*** The subject line must accurately reflect the content of the message, if applicable.
- v. ***Relevance to Consent:*** The content must be relevant to the purpose for which the recipient provided their consent or enrolled or subscribed to.
- vi. ***Transparency:*** The message must not contain misleading or deceptive information
- vii. ***Accuracy:*** The message must contain accurate information.
- viii. ***Opt-Out Mechanism:*** Provide a clear, conspicuous, easy, and free method for recipients to opt-out of future email messages (e.g., "Reply STOP to unsubscribe"), no other information should be required to opt-out of email messages other than the recipient's name and email address.
- ix. ***Message Time:*** Message times should generally occur during College business hours but not before 8 AM or after 9 PM. When possible, messages should reflect the receiver's local time.

3. Requirements After a Recipient Makes an Opt-Out Request

- a. ***Opt-Out Requests:*** Honor opt-out requests within 10 business days.
- b. ***Record-keeping:*** Maintain written record of opt-out requests and comply with College Record Retention requirements regarding the message content.

B. TRANSACTIONAL OR RELATIONAL EMAIL MESSAGES

1. **Primary Purpose for Communication:** to facilitate an ongoing interaction or transaction or provide information related to an existing transaction or relationship. The first message sent by the College fulfills the recipient's request (e.g., appointment reminders, account updates).
2. **Requirements Prior to Sending Email Messages** – The following must be completed prior to sending email messages.

- a. **Content Type Verification** – review and verify the content of the message is not primarily commercial or marketing content; thereby, necessitating additional requirements
 - b. **Notification Requirement** - Mass e-mail messaging must be submitted to and approved by Marketing & Communication and must comply with College Policy and this Standard.
 - c. **Disclosure Requirement:** [Palmer's SMS Terms and Conditions](#) and [SMS Privacy Statement](#). This can be obtained through electronic means, such as a web form or email, as long as the disclosure clearly informs the recipient.
3. **Email Message Content Requirement:** All email messages must include the following:
- a. **Opt-Out Mechanism:** Provide a clear, conspicuous, easy, and free method for recipients to opt-out of future email messages (e.g., "Click to unsubscribe"), no other information should be required to opt-out of email messages other than the recipient's name and email address.
 - b. **Disclosure Requirement:** requires disclosure of [Palmer's SMS Terms and Conditions](#) and [SMS Privacy Statement](#). This can be obtained through electronic means, such as a web form or email, as long as the disclosure clearly informs the recipient.
 - c. **Clear Identification of the sender:** Clearly identify the sender of the message (e.g., College name, department name, sender's name).
 - d. **Physical Address:** Include a valid physical postal address for Palmer College.
 - e. **Clear Identification of the purpose for the message:** The purpose must be clearly identified
 - f. **Subject Line:** The subject line must accurately reflect the content of the message.
 - g. **Relevance to Consent:** The content must be relevant to the purpose for which the recipient provided their consent or enrolled or subscribed to.
 - h. **Transparency:** The message must not contain misleading or deceptive information
 - i. **Accuracy:** The message must contain accurate information.
4. **Requirements After a Recipient Makes an Opt-Out Request**
- a. **Opt-Out Requests:** Honor opt-out requests within 10 business days.
 - b. **Record-keeping:** Maintain written record of opt-out requests and comply with College Record Retention requirements regarding the message content.

C. CONVERSATIONAL EMAIL MESSAGES

- 1. **Primary Purpose for Communication:** to facilitate an ongoing one-on-one, back and forth two-way dialogue.

2. **Requirements Prior to Sending Email Messages** – The following must be completed prior to sending email messages.
 - a. ***Content Type Verification*** – review and verify the content of the message is not primarily commercial, marketing, or transactional that would necessitate additional requirements.
 - b. ***Voluntary*** – affirm the recipient voluntarily provided their email address.
3. **Email Message Content Requirement:** All email messages must include the following:
 - a. ***Clear Identification of the sender:*** Clearly identify the sender of the message (e.g., College name, department name, sender's name).
 - b. ***Clear Identification of the purpose for the message:*** The purpose must be clearly identified
 - c. ***Transparency:*** The message must not contain misleading or deceptive information
 - d. ***Accuracy:*** The message must contain accurate information.
 - e. ***Record-keeping:*** Determine whether content meets requirements for record retention.

D. RESOURCES

1. [Electronic Messaging PowerPoint Presentation Training](#)