

## KU Alumni Association E-mail Policy

*In accordance with the KU Alumni Association privacy policy and standard e-mail practices, the e-mail addresses provided are intended solely to communicate with alumni about University or Association-sponsored events and news. To protect the privacy of these e-mail addresses and KU alumni, the following restrictions apply:*

1. Do not distribute to any third parties. These addresses are intended solely for the use of the signer. Any additional users must complete individual request forms and adhere to these practices.
2. Do not sell to any third parties or use for solicitations. These e-mail addresses are not intended for commercial purposes, including solicitations on behalf of KU alumni-owned businesses. Communications must include only official KU Alumni Association or University business.
3. Do not expose e-mail addresses in TO: or CC: boxes. E-mail lists should always be placed in the BCC: box to protect the privacy of alumni.
4. Do not load the list into third-party systems, including e-vites, list serves, social networking sites, online groups, etc. These systems may sell e-mail addresses to outside parties or give e-mail addresses to partners and sponsors.
5. BCC: [kualumni@kualumni.org](mailto:kualumni@kualumni.org) on all communications, so we are aware of your events as well.
6. Please include the following unsubscribe information at the bottom of each e-mail:  
The University of Kansas and the KU Alumni Association are dedicated to protecting your privacy. If you wish to unsubscribe from this list, [click here](#). To update your record, [click here](#).
7. In order to maintain the accuracy of your lists, chapter leaders must request lists frequently. For accurate records, we require chapter leaders and KU units to request a new list for each e-mail sent. Your request will be processed quickly.
8. Alumni often reply directly to the e-mail. Report any unsubscribes, change of address information or new addresses to [kualumni@kualumni.org](mailto:kualumni@kualumni.org). Please forward these immediately to the Alumni Association. They will be processed into your lists.
9. Communications using these addresses will be perceived as sanctioned or authored by KU or the Alumni Association. All communications should follow the mission of the KU Alumni Association to strengthen the University of Kansas. Please refrain from making negative comments about other schools, sports teams or the University at large. In case of doubt about whether a message is appropriate consult Association staff.
10. Spamming and frequency of use: Please respect the privacy of alumni by limiting the amount of messages sent to a reasonable number and consulting with Alumni Association staff regarding HTML blasts and additional messages from University entities. To protect alumni from receiving multiple messages on the same date, please check with Alumni Association staff before you send your message.
11. Please do not include attachments, images or embedded content in your e-mail messages. These can unknowingly spread viruses from one computer to another and may also trigger spam filters.
12. We strongly encourage chapter leaders to use simple and straightforward subject lines. Avoid exclamation points or special characters, which may trigger spam filters and prevent your message from reaching alumni.
13. When you are finished using a list, please delete the list from your hard drive and empty your trash. Personal computers are subject to attack; deleting the list will protect the privacy of alumni against hackers.

I, \_\_\_\_\_ agree to protect the privacy of KU alumni by following the guidelines above.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Approved by \_\_\_\_\_  
Alumni Association Staff Liaison

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date