PROCEDURE

NSCC email account holders are not permitted to send messages to large numbers of external email recipients, unless a College business requirement is clearly identified. External recipients include anyone with a non-nscc.ca email address (gmail.com, hotmail.com, etc.). Distribution to large numbers of external email recipients must be managed through an email campaign tool that has been approved or supplied by the College. Please note that not all requests to send large numbers of emails to external recipients will be approved.

Exceptions: Where a business unit has an ongoing requirement to email a large number of Students using their “preferred” email addresses (non-nscc.ca accounts), a Help Desk Ticket is NOT required. Examples include, but are not limited to, messages to Students (using their non-nscc.ca accounts) about tuition and/or academic deadlines. However, the business unit must keep the following in mind and plan accordingly, especially for time sensitive information where an action is required by the recipient:

- When sending external emails to non-nscc.ca accounts, email will automatically be sent at a rate of 100 recipients per hour. This is done to protect the integrity of the College email system and to ensure the College remains on the safe-sender lists of entities such as Google and Yahoo. This means, a distribution to 1000 external email recipients will take at least 10 hours.
- For large volume external emails requiring that all recipients receive emails immediately, please submit an IT Services Help Desk Ticket as described below.
- NOTE: when messages like the one described above are sent to Students’ nscc.ca email addresses (their W numbers), this is considered an internal email and no additional steps are required.

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SUBMIT YOUR REQUEST THROUGH AN IT HELP DESK TICKET AND COMPLETE AS FOLLOWS:</td>
<td>Employee or Student</td>
</tr>
<tr>
<td>• Title – Message intended for a large number of external addresses</td>
<td></td>
</tr>
<tr>
<td>• Category – Email</td>
<td></td>
</tr>
<tr>
<td>• Issue type – Distribution list set up</td>
<td></td>
</tr>
<tr>
<td>• Description – please include College business requirement for the message, the return email address to which replies will be directed, the intended delivery</td>
<td></td>
</tr>
</tbody>
</table>
Procedure
Emailing a Large Number of External Recipients

Policy
Electronic Mail (Email) Applicable
Section: 1.04 Security and Integrity

<table>
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<tr>
<td>date, the number of recipients, the size of distribution group and confirmation that the appropriate consent/permission has been secured from recipients.</td>
<td></td>
</tr>
</tbody>
</table>

2) UPON RECEIPT OF A COMPLETED TICKET:
   2.1 IT Services will forward request to Communications.

   2.2 Communications will consult with IT Services and the requestor to make a determination.

   2.3 Communications will provide the requestor with a decision and, if approved, work with the requestor on setting up the email campaign tool and ensure compliance with Canada’s Anti-Spam Legislation.

PROCEDURE SUPPORTS

CASL Frequently Asked Questions
NSCC Best Practices for Emailing

Executive Policy Sponsor: VP Administration
VP Enrolment
Policy Steward: Director, IT Services
Director, Communications
Approved: NSCC Executive Team
08/17/2015
Effective: 08/20/2015
Next Review: August 2016
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