

■ GMASS® Subscription Service Dos and Don'ts

– General Account

Do

- Use GMASS® names to contact prospective students about your graduate business programs.
- Inform gmass@gmac.com at GMAC® of Subscriber changes.
- Notify GMAC® immediately of any unauthorized use, breach, loss, or disclosure of the GMASS® Data.
- Comply with applicable laws regarding data privacy and security.
- Adhere to ethical standards in the recruitment of potential applicants.
- Abide by the GMASS® Terms of Use Agreement.

Don't

- Send surveys to GMASS® names unless they have first responded to other mailings you have sent and you have received their express consent to survey them.
- Disclose or allow access to GMASS® Data to anyone other than authorized Licensees unless you have the express prior written consent of GMAC®.
- Use GMASS® Data to discriminate against potential applicants on the basis of race, color, national origin, religion, physical or mental disability, age, sex, or other criteria protected by law.

– Correspondence to GMASS® Names

Do

- Include valid contact information for your institution, including:
 - street address,
 - telephone number, and
 - e-mail address.
- Inform GMASS® names that you are contacting them as a result of their choosing to opt-in to the GMASS® service.
- Provide an Internet-based means for people contacted as a result of their participation in the GMASS® service to opt out.
- Provide valid return e-mail addresses.
- Provide accurate e-mail header and routing information.
- Inform GMASS® names that the message is an advertisement or solicitation.
- Remove GMASS® names that have opted out within the time prescribed by law.

Don't

- Use spamming or other means to interfere with the GMASS® service or any GMASS® names' user, host or any network.
- Send GMASS® names anything other than information about graduate management education (including relevant educational opportunities and financial programs and providing them with related information).
- Send correspondence to GMASS® names purchased more than 12 months prior.