

## ■ 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

- 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, on all communications, 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).
- Merge data obtained through GMASS with data obtained through any other source.
- Send correspondence to GMASS names purchased more than 12 months prior.
- Remove the GMASS seed name from mailings.