

# GMASS DO'S AND DON'TS



## General Subscription

### Do

- Use GMASS names to contact prospective candidates about your graduate business programs
- Inform GMAC of subscriber changes by emailing [gmass@gmac.com](mailto:gmass@gmac.com)
- 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 get GMAC's consent in writing first
- Use GMASS data to discriminate against potential candidates on the basis of race, color, national origin, religion, physical or mental disability, age, sex, or other criteria protected by law

## Correspondence to Candidates

### Do

- List, on all communications, valid contact information for your institution, including:
  - Postal address
  - Telephone number
  - Email address
- Inform GMASS contacts that you are contacting them as a result of their previous opt-in to the GMASS service
- Provide an internet-based means for candidates to opt out
- Remove GMASS contacts who 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 contacts anything other than information about graduate management education (graduate management education may include relevant educational opportunities, surveys, and financial programs and related information)
- Merge data obtained through the GMASS service with data obtained through any other source
- Send correspondence to GMASS names purchased more than 12 months earlier
- Remove the GMASS seed name from mailings