GMASS™ User Guide

October 2022

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What Is GMASS?

The Graduate Management Admission Search Service™ (GMASS™) database is available to all schools that accept the GMAT™ exam. It provides easy access to over 550,000 qualified GME candidates who have opted in to hear from graduate schools and selective partner organizations. These potential candidates are made available through GMAC family sites and engagement with GMAC products and services, and are specifically interested in graduate management education.

GMASS pricing

GMASS makes candidate profiles available on a cost per lead model. Name purchases may be made by credit card, check, or wire transfer. For more details on GMASS pricing, please contact GMACConnect@gmac.com.

GMASS Customer Care

If you have any questions about the GMASS service, please contact GMASS Customer Care, available Monday through Friday, 8 am to 4:30 pm US Eastern Time. Your call or email will be answered within one business day. You can reach GMASS Customer Care using any of the following:

Phone: +1 (703) 668-9606

FAX: +1 (703) 668-9686

EMAIL: gmass@gmac.com

GMASS™ Dos 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**
- 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 receive 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, gender, or other criteria protected by law

Correspondence to Candidates

Do

- List valid contact information for your institution on all communications, 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 or unsubscribe
- 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
- Text or call candidates via phone using an automatic telephone dialing system, unless the Auto field is Yes
- Send message content to candidates that includes or suggests that they may apply to the program without having to take the GMAT exam

Your workspace

Your subscription:

There are two types of GMASS subscribers: primary subscribers and delegate subscribers. The primary subscriber establishes the GMASS subscription. Delegate subscribers are authorized by the primary subscriber to share access to the subscription. There is no limit to the number of authorized delegate subscribers for a GMASS subscription. All GMASS subscribers, primary or delegate, must have a gmac.com account.

Delegate subscribers can do everything the primary subscriber can, except:

- Delete searches
- Add other delegate subscribers
- Edit other subscribers' searches

NOTE: As the primary subscriber, you are agreeing to the Terms of Use Agreement on behalf of yourself, your institution, and for all delegate subscribers, who may be added to the subscription at any time. Each delegate subscriber is also required to agree to the GMASS Terms of Use Agreement at the time of registration. Please read the Terms of Use Agreement carefully because you and your institution will be contractually bound by it.
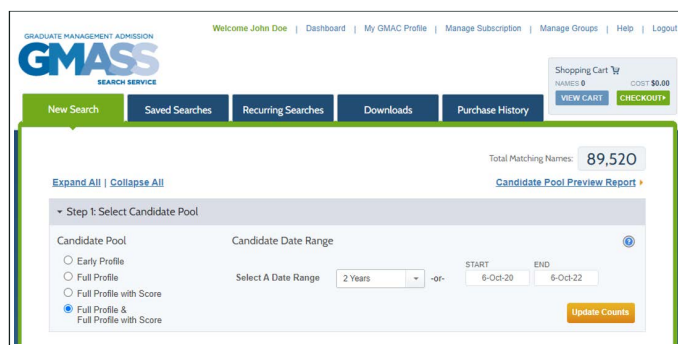
Your GMASS workspace

Your GMASS Workspace is where you:

- Create, save, and purchase searches
- Download searches
- Manage your recurring searches
- View search and invoice history

The tabs in your Workspace keep your searches organized for easy access and navigation through the GMASS service.

- **New Search:** You can create a search using the New Search tab.
- **Saved Searches:** You can locate searches that have not been saved but not yet purchased in the Saved Searches tab. These searches are available to view, edit, delete, copy, and purchase.
- **Recurring Searches:** All searches that have been set up as recurring searches can be viewed in the Recurring Searches tab. Here you can edit, cancel, or change the occurrence of your recurring searches.
- **Downloads:** All purchased searches available for download are located in the Downloads tab.
- **Purchase History:** All searches that have been previously purchased are located in Purchase History tab. Here you can download copies of your invoices and receipts, copy searches, and view your download history.

The header navigation (at the top right of the page) provides additional features such as:

- Group management
- Delegate management
- Additional help
- Access to your GMAC profile

Manage Groups

Group names can be helpful in organizing and locating your searches. To manage groups, click the **Manage Groups** link in the top navigation.

Add New Group

To add a group:

1. In the **Manage Groups** pop-up window, enter the name of the new group you want to add in the text box to the left of the **[Add New Group]** button.
2. Click the **[Add New Group]** button.

The pop-up window will close automatically, and the group will be added.

NOTE: You can create a group and assign searches to it at any time from the Saved Searches area, the Purchase History area, Search Properties, or when saving a new search.

Rename Group

To rename an existing group:

1. In the **Manage Groups** pop-up window, select the group you want to rename from the **Select Group** drop-down box.
2. Enter the new group name in the text box to the left of the **[Rename Group]** button.
3. Click the **[Rename Group]** button.

The pop-up window will close automatically, and the existing group will be renamed.

Delete Group

To delete an existing group:

1. In the **Manage Groups** pop-up window, select the group you want to delete from the **Select Group** drop-down box.

2. Click the **[Delete Group]** button.

The pop-up window will close automatically, and the selected group will be deleted. If you delete a group, it does not delete the search.

Manage Delegates

To manage delegates, click the **Manage Delegates** link in the top navigation. All individuals who have registered on gmac.com with your institution and school will appear in the **Non-Delegate Subscribers** or **Delegate Subscribers** multi-select box. If you would like to authorize individuals who are not listed, please have them register on gmac.com with your institution and school. You can then add them as delegate subscribers.

NOTE: Only primary subscribers are able to manage delegates.

Add Delegate Subscribers

From the **Non-Delegate Subscribers** multi-select box, click on the delegate subscriber you wish to add.

A. To select multiple delegates, <CTRL> and click on each delegate.
B. Click the blue right arrow button. The selected subscribers' names will be moved to the **Delegate Subscribers** multi-select box.
C. Click the **[Save]** button. Each delegate you added will receive an email notification that he or she has been added as a delegate subscriber to your GMASS subscription.

TIP: **Delegate Subscriber for Accounting Functions**

GMASS Invoices

GMAC does not mail or email invoices. As the primary subscriber, you can add a colleague from your school office or accounting office as a delegate subscriber to manage the invoices for your GMASS subscription. This authorized user would have access to all invoices and receipts generated by purchases through your subscription under the Purchase History tab.

Remove Delegate Subscribers

A. From the **Delegate Subscribers** multi-select box, click on the delegate subscriber you wish to remove.
  a. To select multiple delegates, select press <CTRL> and click on each delegate you wish to remove.
B. Click the gray left arrow button.
C. The select subscribers' names will be moved to the **Non-Delegate Subscribers** multi-select box.
D. Click the **[Save]** button. Each delegate you removed will receive an email noti cation that he or she has been removed as a delegate subscriber to your GMASS subscription.

NOTE: Delegate subscribers who have been removed lose access to the entire GMASS subscription and no longer have access to their searches. The primary subscriber can still access the searches created by these delegate subscribers.

## Set a Subscription Spending Limit

To set a ceiling on the amount you wish to spend in a given time frame, enter the **Amount**, **Start Date**, and **End Date**. You will receive an email notification when your total GMASS spend nears this limit. This limit only applies to recurring searches.

Create a New Search

To create a new search, click the green **New Search** tab in the upper-left corner of your workspace.
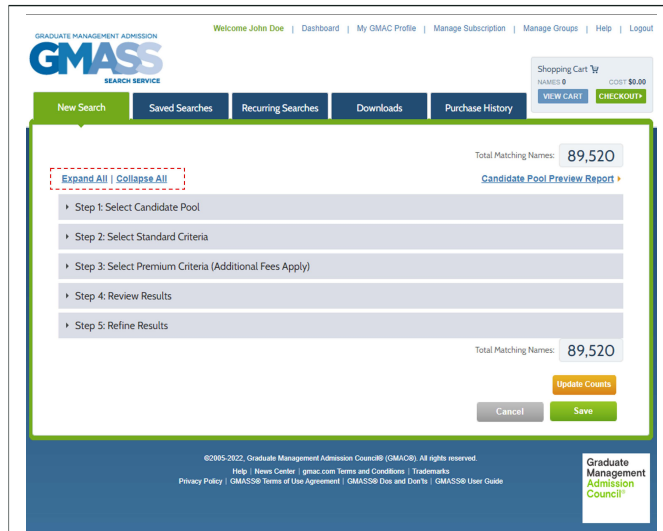
Step 1: **Select Candidate Pool**

1A. Select the **Candidate Pool** you want to search from.

- **Early Profile**: Candidates who have come through any GMAC family website and opted in to GMASS but have not completed their profile. You'll have access to their first name, email, and current location.
- **Full Profile:** Candidates who have opted in to GMASS and completed at least some of their profile, but do not have reportable test scores.
- **Full Profile with Score:** GMAT test takers who have opted in to GMASS. These candidates have reportable GMAT scores in addition to other profile data.
- You may also search by both **Full Profile** & **Full Profile with Score**. This allows you to search for opted in candidates both with a full profile and a full profile with scores.

Tip: **View Candidate Pool Preview Report**

View Candidate Pool Preview Report

You can download a brief report that provides the total number of Early Profile, Full Profile, and Full Profile with Score candidates broken down by:

- Age Range
- Degree Objectives
- Desired School Characteristics
- Educational Background
- Gender
- Undergraduate GPA (Grade Point Average)
- Work Experience
- World Region (Current Location)

To view the Candidate Pool Preview Report:
1. In your GMASS workspace, click the **New Search** tab.
2. In **Step 1: Candidate Pool,** click the New Search tab or simply look at your GMASS dashboard on the righthand side.
3. The Candidate Pool Preview Report will open in a new window.
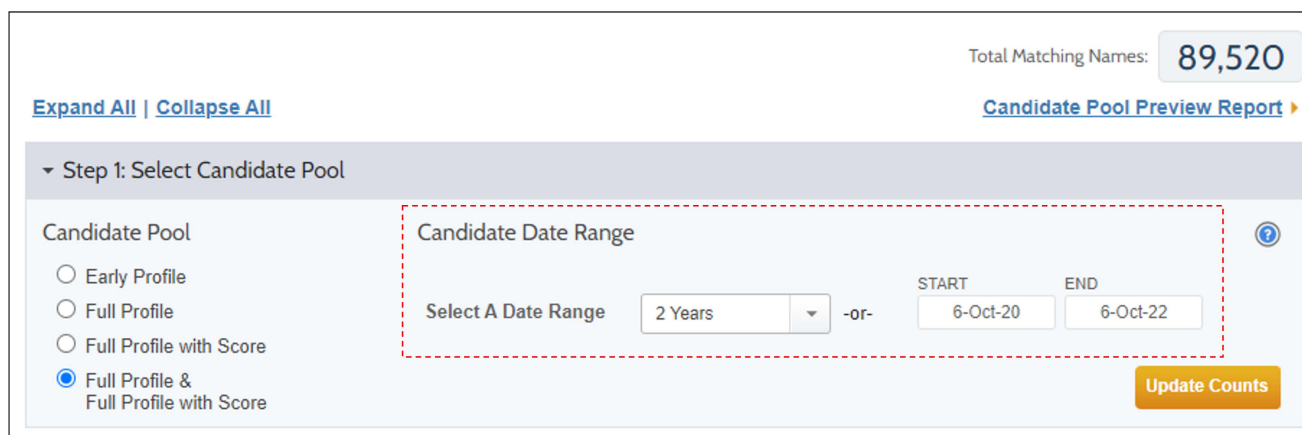
1B: Select the **Candidate Date Range** by either:

- Selecting a predefined date range using the **Select a Date Range** drop-down list
- Selecting a custom date range using the calendar entry box in **Start** and **End** date boxes

The Candidate Date Range is the most recent date a candidate opted in to the GMASS service by doing one of the following:

- Registering on a GMAC family site, including mba.com and businessbecause.com
- Registering for or taking the GMAT exam
- Updating his or her profile information on GMAC family sites
- Ordering additional score reports

NOTE: You may set the date range to begin up to 5 years before the day you create your search. Your search results will contain only candidates who opted in to the GMASS service during that time period.

Step 2: **Select Standard Criteria**

You can refine your search by adding standard criteria from the left navigation menu based on categories and subcategories, such as: Age Range, Degree Objectives, and Preferred Study Region. Note, outside of GMAT, these are the top 3 searched for fields. For a full list of categories, see **Appendix I: Search Categories List.**

2A: Click a category from the left navigation in the **Select Standard Criteria** section.
2B: Select the criteria you wish to add from the right selection box.
2C: Click Update Counts.

Step 3: **Select Premium Criteria**

You can also refine or enhance your search by adding Premium Insights from the left navigation menu. Premium Criteria has the following two Premium Insights. Additional fee applies to each name that has premium insight.

   i. GMAC Recommendations
      After you've identified candidates from the standard criteria, this premium insight allows you to select your school's program(s) that GMAC has recommended to candidates in GMASS.

   ii. Scores Sent to My Competitors
      After you've identified candidates from the standard criteria, this premium insight allows you to identify candidates who have sent their GMAT score to at least one similar (or competitive) program to yours. Select your program(s)' competitive group, which includes up to 10 similar programs, and see which candidates have sent their scores to the group.

NOTE: Premium Insights are optional. You do not need to purchase these insights to purchase GMASS names. In this case, select your standard criteria and skip the Premium Insight section to check out.

3A: Click a category from the left navigation in the Select Premium Criteria section.
3B: Select your school programs you wish to add from the right selection box.
3C: Select the radio button for your candidate pool with premium insights only or both with and without premium insights.

Select your candidate pool:

Candidates with premium insight only:
Purchase only candidates that meet your standard criteria and have your selected premium insight.

OR

Candidates both with and without premium insight:
Purchase all candidates that meet your standard criteria, including those that have your selected premium insight.

NOTE: Don't search for both premium insights in the same search. Separate them into two unique searches as your messaging should be different. For more best practices, visit here.
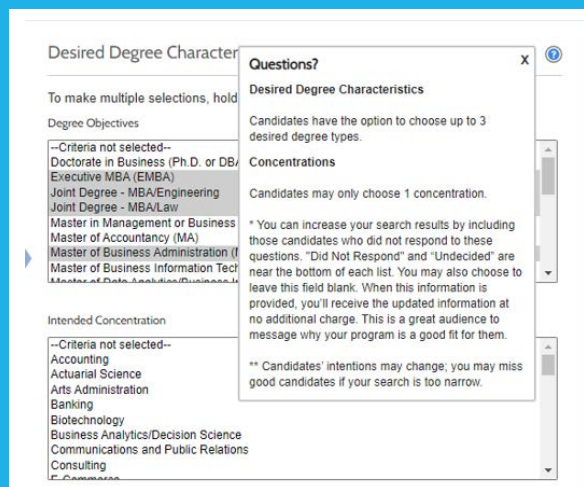
Step4: **Review Results**

4A: Each criterion is immediately added to the bottom of the Review Results grid as you select it. If you have selected a Premium Insight, the last row will be green, highlighting your selected insight and candidate pool.

▼ Step 4: Review Results		
Candidate Pool: Full Profile & Full Profile with Score		102,948
Candidate Date Range: 27-Oct-17 - 27-Oct-22		102,084
GMAT® Scores GMAT® Total Score: 360 - 800	✖	102,035
Demographics, Age Range Age Range: 24 - 55+	✖	36,614
Desired Characteristics, Desired Degree Characteristics Degree Objectives: Executive MBA (EMBA); Joint Degree - MBA/Engineering; Joint Degree - MBA/Law; Master of Business Administration (MBA);	✖	4,175
Desired Characteristics, Desired School Characteristics Part-Time vs. Full-Time: Full-time student; Part-time student; Undecided;	✖	2,681
Desired Characteristics, Desired School Characteristics Teaching Format: Distance/Online; On-Campus; Some combination of the above; Undecided;	✖	2,662
Premium Insight, Scores Sent to My Competitors MBA, Full Time [23 names out of **2,662** names will contain this premium insight]	✖	2,662

Total Cost Preview: Standard Names Cost: $2,772.00
Premium Insight Cost: $23.00
Total Cost: $2,795.00

Update Counts

To narrow your search, add standard criteria by following Steps 2A-2B, above.

NOTE: You can add categories in any order, but you cannot put them in a different order once they have been added. If you wish to reorder the categories, you must delete them and then add them in the desired order. Reordering the same categories with the same criteria selections will not change the final result, but it will change the ongoing number count during the search set-up. Subcategories within a category cannot be reordered.

Tip: **View Tip** 🔵

Desired Degree Character	Questions? X 🔵
To make multiple selections, hold Degree Objectives --Criteria not selected-- Doctorate in Business (Ph.D. or DBA Executive MBA (EMBA) Joint Degree - MBA/Engineering Joint Degree - MBA/Law Master in Management or Business Master of Accountancy (MA) ▶ Master of Business Administration (I Master of Business Information Tech Master of Data Analytics/Business I Intended Concentration --Criteria not selected-- Accounting Actuarial Science Arts Administration Banking Biotechnology Business Analytics/Decision Science Communications and Public Relations Consulting	**Desired Degree Characteristics** Candidates have the option to choose up to 3 desired degree types. **Concentrations** Candidates may only choose 1 concentration. * You can increase your search results by including those candidates who did not respond to these questions. "Did Not Respond" and "Undecided" are near the bottom of each list. You may also choose to leave this field blank. When this information is provided, you'll receive the updated information at no additional charge. This is a great audience to message why your program is a good fit for them. ** Candidates' intentions may change; you may miss good candidates if your search is too narrow.

Click the help icon in each right selection box to view tips for each category.

Create and manage searches

Tip: Converting GPAs to the 4.0 Scale

Students whose grades were not originally reported on a 4.0 scale may have converted them to a 4.0 scale using the **GPA Conversion Table** below.

GMAC provides the GPA Conversion table to candidates during the GMAT registration process.

GPA Conversion Table

4.0 Scale	A–F	0–100	1–5	Four Passing Grades	Three Passing Grades
4.0	A	90–100	1	Highest Passing Grade	Highest Passing Grade
3.0–3.9	B	80–89	2	Second-Highest Passing Grade	Middle Passing Grade
2.0–2.9	C	70–79	3	Third-Highest Passing Grade	Lowest Passing Grade
1.0–1.9	D	60–69	4	Lowest Passing Grade	Fail
0.0–0.9	F	Below 60	5	Fail	Fail

You can view the total number of names matching your selected criteria as you add each category, or you can update your counts once you have finished building your search. Updating your counts in the end will enable faster search creation.

4B. To update your counts and view the total of names matching your criteria, click the **[Update Counts]** button.

▼ Step 4: Review Results

Candidate Pool: Full Profile & Full Profile with Score	102,948
Candidate Date Range: 27-Oct-17 - 27-Oct-22	102,084

GMAT® Scores
GMAT® Total Score: 360 - 800   ✖   102,035

Demographics, Age Range
Age Range: 24 - 55+   ✖   36,614

Desired Characteristics, Desired Degree Characteristics
Degree Objectives: Executive MBA (EMBA); Joint Degree - MBA/Engineering; Joint Degree - MBA/Law; Master of Business Administration (MBA);   ✖   4,175

Desired Characteristics, Desired School Characteristics
Part-Time vs. Full-Time: Full-time student; Part-time student; Undecided;   ✖   2,681

Desired Characteristics, Desired School Characteristics
Teaching Format: Distance/Online; On-Campus; Some combination of the above; Undecided;   ✖   2,662

Premium Insight, Scores Sent to My Competitors
MBA, Full Time
[23 names out of **2,662** names will contain this premium insight]   ✖   2,662

Total Cost Preview: Standard Names Cost: $2,772.00
Premium Insight Cost: $23.00
Total Cost: $2,795.00

[Update Counts]

The total matching names will be displayed in the Total Matching Names preview box.

Total Matching Names: 2,662

Step 5: **Refine Results**

You can filter names identified through your search criteria by excluding candidates who have sent a GMAT Score Report to your school.

5A. To exclude candidates who have already sent a GMAT Score Report to your school, select **No** from the **Include Sent Score Reports** section.

Additionally, you can filter your search by selecting your purchase options. You can choose to buy all names, both new names and those you have purchased within the past 12 months, or a combination:

▼ Step 5: Refine Results

Include Sent Score Reports

- ◉ Yes   2,662
- ○ No   2,660

Purchase Options

Save search with the following names:

- ☑ New names (previously unpurchased)   2,662
- ☐ Purchased names with unpurchased Premium Insight(s)   0
- ☑ Previously purchased names with updated: 0
    - ☑ GMAT scores   0
    - ☑ Contact info   0
    - ☑ Other profile info including Premium Insight(s)   0

Total Matching Names: 2,662

▼ Step 5: Refine Results

Include Sent Score Reports

- ◉ Yes   2,662
- ○ No   2,660

Purchase Options

Save search with the following names:

- ☑ New names (previously unpurchased)   2,662
- ☐ Purchased names with unpurchased Premium Insight(s)   0
- ☑ Previously purchased names with updated: 0
    - ☑ GMAT scores   0
    - ☑ Contact info   0
    - ☑ Other profile info including Premium Insight(s)   0

Total Matching Names: 2,662

Purchase Options Section

- **New names (previously unpurchased)**: Includes only new names and filters out any previously purchased name from any previous search. These names would be charged at their respective price by lead type.
- **Purchased names with unpurchased Premium Insight(s)**: Includes any previously purchased names for whom you previously didn't buy premium insights. You will only be charged for the price of the premium insight, not the name.
- **Previously purchased names with updated:**
  - GMAT scores: the previously purchased candidate now has a new or updated GMAT score. GMAC only shares the highest valid score a candidate receives.
  - Contact info: the previously purchased candidate has updated their address phone number,or other contact information.
  - Other profile info including Premium insights: the previously purchased candidate has updated their GME preferences or background information. They may also have received updated Premium Insights which are available for free if they have already been purchased on this candidate.
    If you select any type of updated information, you will receive this information at no added charge.

Tip: **View Total Cost of Search**

To view the total cost for your search, place your mouse over the **Total Matching Names** text box. The **Total Cost** will appear. Move your mouse away from the box to hide the **Total Cost**.

Total Cost
$2,795.00

Total Matching Names: 2,662
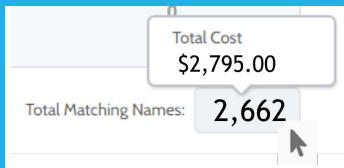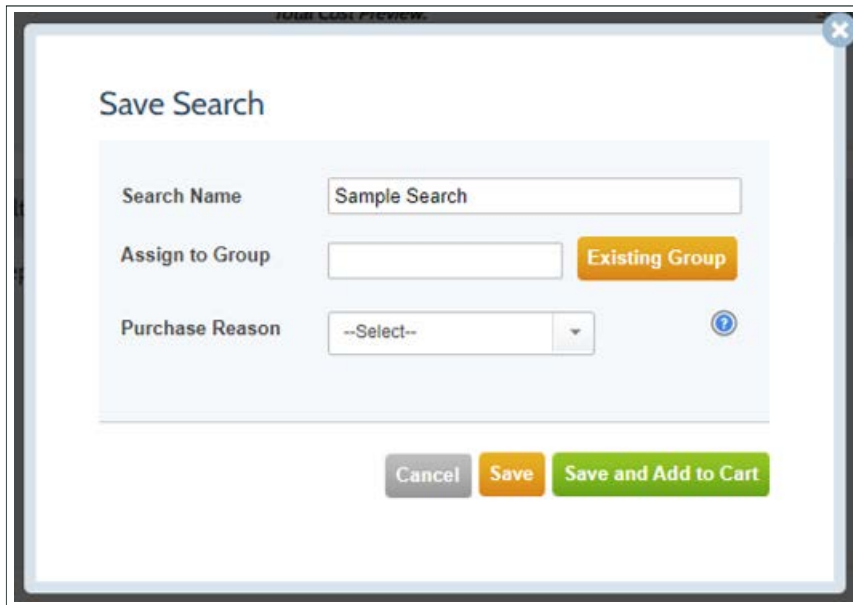
Step 6: **Save Search Results**

To save your search results, click the **[Save]** button. The **Save Search** dialog box will open.

Step 5: Refine Results

Include Sent Score Reports

Yes   2,662
No   2,660

Purchase Options

Save search with the following names:

New names (previously unpurchased)   2,662
Purchased names with unpurchased Premium Insight(s)   0
Previously purchased names with updated: 0

GMAT scores   0
Contact info   0
Other profile info including Premium Insight(s)

Total Cost
$2,795.00

Total Matching Names: 2,662

Update Counts

Cancel   Save

6A. Enter a name for your search in the **Search Name** field.

6B. You can assign your search to a group, but it is not required.

- To assign a search to a new group, enter the group name in the **Assign to Group** text box.
- To assign a search to an existing group:
    1. Click the **[Existing Group]** button
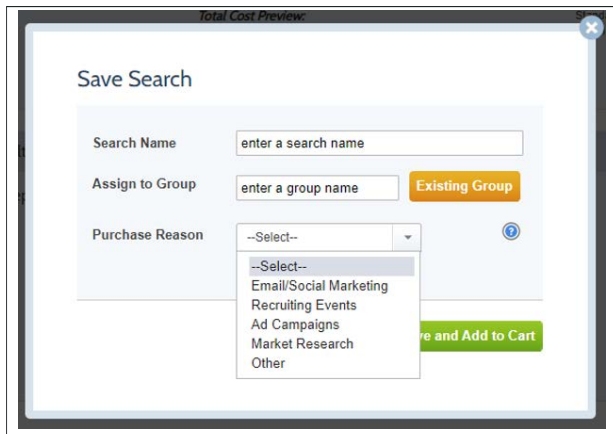
    2. From the **Assign to Group** drop-down list, select the group you want to assign your search to.

6C. From the **Purchase Reason** drop down, select the main reason you are performing this search.
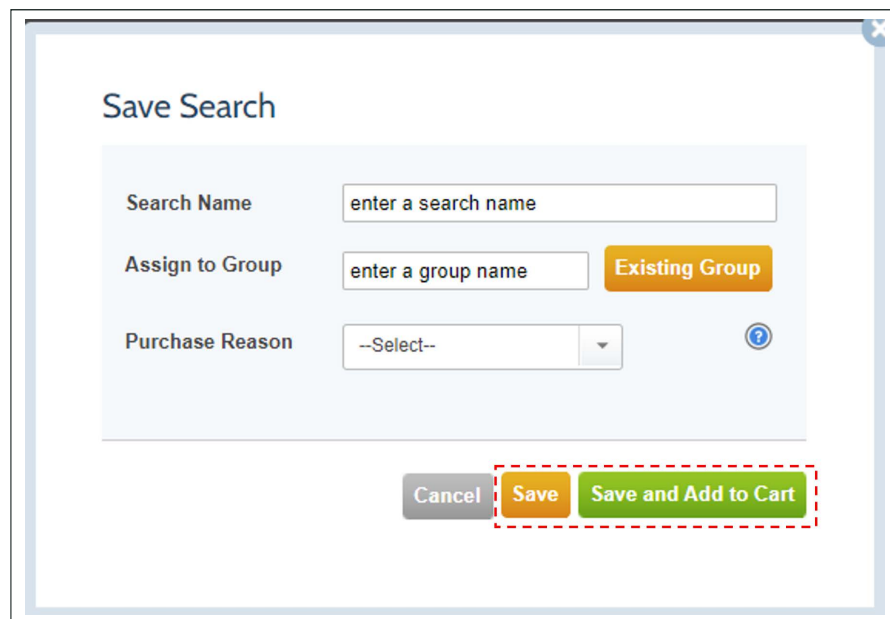
NOTE: You can assign searches to a group at any time from the Saved Searches tab. To assign a search to a group, see: **Assign Search to Group**

6D. To save your search to the **Saved Searches** tab, click the **[Save]** button.

6E. To purchase your search, click the **[Save and Add to Cart]** button. Your search will be added to your shopping cart, and a copy of it will be available in the **Saved Searches** tab in your Workspace. Once you complete the checkout process, your search will be available in the **Purchase History** tab in your GMASS workspace. For instructions on how to buy a search, see: **Purchase Searches**.

Create and manage searches

Access Saved Searches

The **Saved Searches** tab of your Workspace displays all saved searches associated with a subscription that have not yet been purchased by any subscriber (primary or delegate).
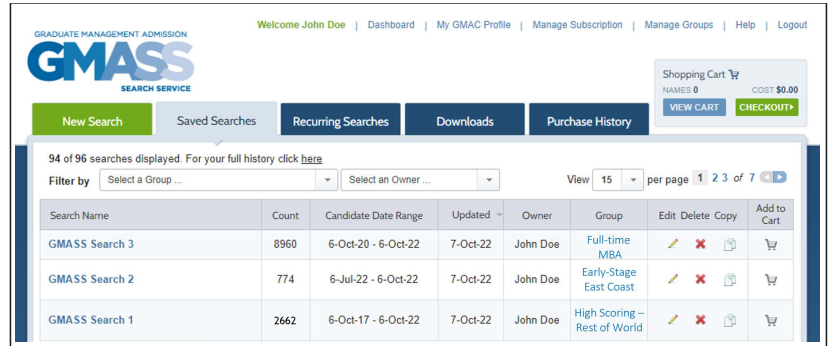
Any subscriber will be able to view all searches in the **Saved Searches** tab, but some actions are restricted by subscriber type.

Primary subscribers can:

- Delete any search
- Assign any search to a group
- Edit and save any search
- Copy any search
- Add any search to the shopping cart

Delegate subscribers can:

- Delete their own searches
- Assign their own searches to a group
- Edit and save their own searches
- Copy any search
- Add any search to the shopping cart

Edit a Search

Editing a search will overwrite previous search criteria; only the most recent modification will be available for future reference. To edit a search:

1. Click the **Edit** icon for the search you wish to edit. The search will open up in Edit mode.
2. Edit the search criteria.

Search Name	Count	Candidate Date Range	Updated	Owner	Group	Edit	Delete	Copy	Add to Cart
GMASS Search 1	2662	6-Oct-17 - 6-Oct-22	7-Oct-22	John Doe	High Scoring – Rest of World	✎	✖	▢	🛒

3. Click **[Save]** at the bottom right of the page. The **Save Search** dialog box will open.
4. Your existing search name and group assignment will appear.
    a. To rename the search, enter a new name for this search in the **Search Name** text box.
    b. If you would like to assign this search to a new or existing group:
        - Enter the new group name in the **Assign to Group** text box
                        or
        - Click the **[Existing Group]** button and select the existing group from the **Assign to Group** drop-down list
5. To save your search, click the **[Save]** button. Your search will be saved to the **Saved Searches** tab.

NOTE: Only the search owner and the primary subscriber can edit a search. Other users can copy a search and edit the copy.

Copy a Search

Copying a search is useful when you want to create a new search that is similar to an existing search and want to access both searches in the future. To copy a search:

1. Click the **Copy** icon for the search you wish to copy.

Search Name	Count	Candidate Date Range	Updated	Owner	Group	Edit	Delete	Copy	Add to Cart
GMASS Search 1	2662	6-Oct-17 - 6-Oct-22	7-Oct-22	John Doe	High Scoring – Rest of World	✎	✖	▣	🛒

2. The search will open up in Copy mode. Edit the search criteria.
3. Click the **[Save]** button at the bottom right of the page to save you changes. The **Save Search** dialog box will open.
4. Copy of [Existing Search Name] will appear in the **Search Name** text box.
   a. To rename the search, enter a new name for this search in the **Search Name** text box.
   b. If you would like to assign this search to a new or existing group:
      • Enter the new group name in the **Assign to Group** text box
                                    or
      • Click the **[Existing Group]** button and select the existing group from the **Assign to Group** drop-down list

Save Search

Search Name	Rename your search here
Assign to Group	High Scoring – Rest of World **New Group**
Purchase Reason	Email/Social Marketing ▾ ⊕

Cancel   Save   Save and Add to Cart

5. To save your search, click the **[Save]** button. Your search will be saved to the **Saved Searches** tab.

Delete a Search

To delete a search:

1. Click the **Delete** icon for the search you wish to delete.

Search Name	Count	Candidate Date Range	Updated ▾	Owner	Group	Edit	Delete	Copy	Add to Cart
GMASS Search 1	2662	6-Oct-17 - 6-Oct-22	7-Oct-22	John Doe	High Scoring – Rest of World	✏	✖	📋	🛒

2. A pop-up dialog box will request con rmation of this action. Click the **[Delete]** button.

Are you sure you want to delete this search?

Cancel   Delete
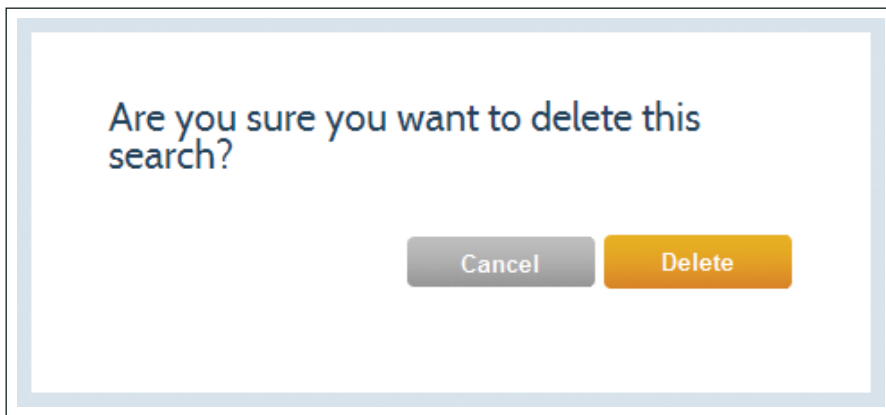
3. The deleted search will be removed from the **Saved Searches** tab. Once deleted, this search cannot be restored.

NOTE: As a primary subscriber, you can delete any search from the Saved Searches area of the Workspace. Delegate subscribers can delete only their own searches.

Assign Search to Group
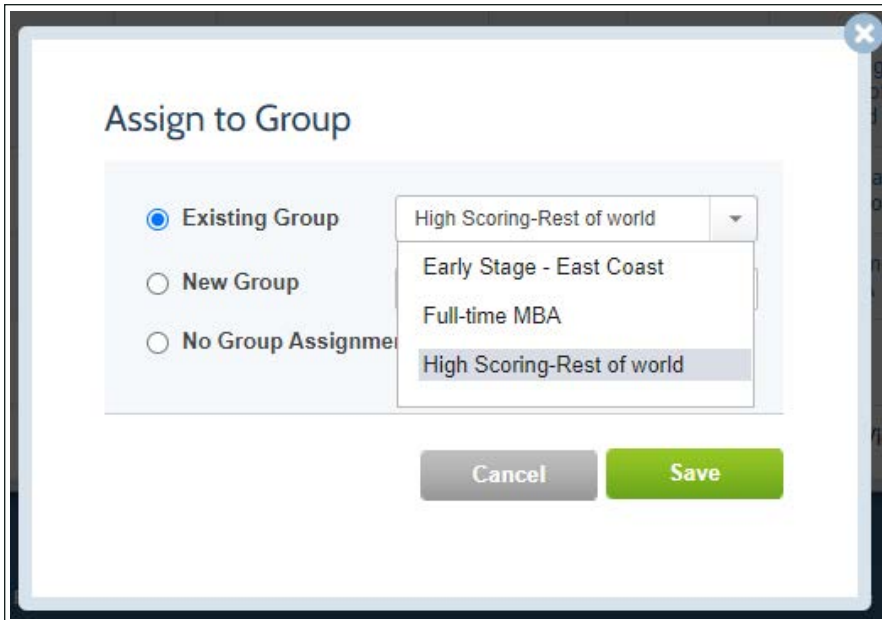
To assign a search to a group, click on the **Assign Group** icon in the **Group** column for the search you wish to assign to a group.

Search Name	Count	Candidate Date Range	Updated ▾	Owner	Group	Edit	Delete	Copy	Add to Cart
GMASS Search 3	8960	6-Oct-20 - 6-Oct-22	7-Oct-22	John Doe	Full-time MBA	✏	✖	📋	🛒
GMASS Search 2	774	6-Jul-22 - 6-Oct-22	7-Oct-22	John Doe	Early-Stage East Coast	✏	✖	📋	✔
GMASS Search 1	2662	6-Oct-17 - 6-Oct-22	7-Oct-22	John Doe	High Scoring – Rest of World	✏	✖	📋	✔

Create and manage searches

To Assign to an Existing Group
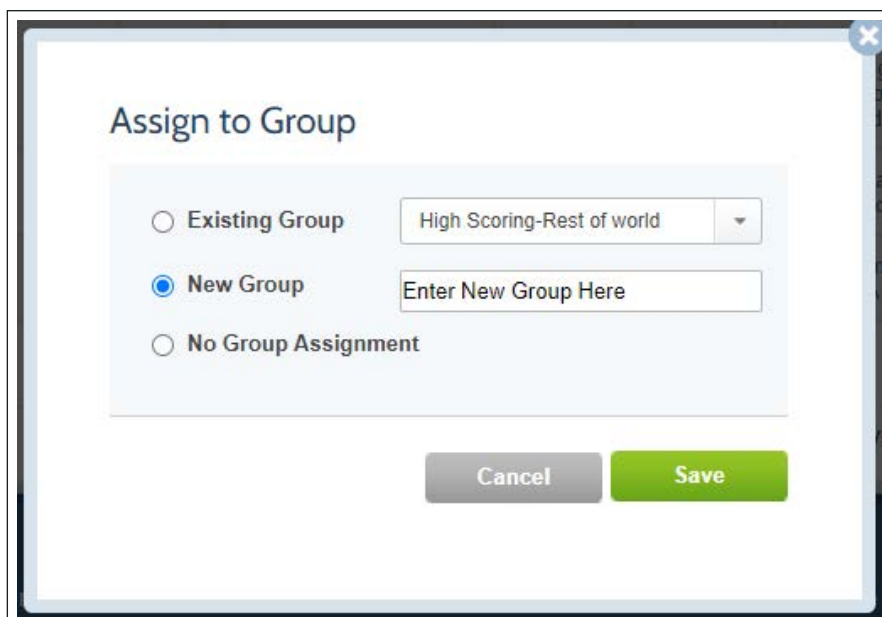
1. In the **Existing Group** down-down box, select the group you want to assign the search to.
2. Click the **[Save]** button. The pop-up window will close automatically.
3. The assigned group will appear in the **Group** column for the selected search.

To Assign to a New Group

1. Enter the name of the new group you want to add in the text box to the right of the **New Group** text box.
2. Click the **[Save]** button. The pop-up window will close automatically.
3. The new group will appear in the **Group** column for the selected search.

Remove Group Assignment for a Search

To remove the group assignment for a selected search, click on the group name in the **Group** column:

1. Select **No Group Assignment.**
2. Click the **[Save]** button. The pop-up window will close automatically.

3. The group name will no longer appear in the **Group** column for the selected search.

    TIP: **Naming of Groups**

    Naming of Groups
    Group names are customizable to your needs. Recommended formats include event type, demographic area, or student profile. When creating group names, be mindful of other subscribers sharing your subscription.

View Search Properties

You can review and print your search summary and search criteria. To view search properties:

1. In the **Search Name** column, click on the **Search Name.** A pop-up window displaying the properties of the search will appear.

Search Name	Count	Candidate Date Range	Updated	Owner	Group	Edit Delete Copy	Add to Cart
GMASS Search 1	2662	6-Oct-17 - 6-Oct-22	7-Oct-22	John Doe	High Scoring – Rest of World	✏ ✖ 🗐	🛒

Print Search Properties

To print the search properties:

1. In the **Search Properties** pop-up window, click the **[Print]** button. A new window displaying a printer-friendly version of the search properties page will appear.
2. In the new window, click the **[Print]** button.
3. In the printer dialog box, click the **[Print]** button.
4. Click the **[Close]** button when finished.

Add Search to Shopping Cart

Saved Searches that have not been added to your shopping cart will have a shopping cart icon in the **Add to Cart** column. To add searches to your shopping cart:

Search Name	Count	Candidate Date Range	Updated	Owner	Group	Edit	Delete	Copy	Add to Cart
GMASS Search 3	8960	6-Oct-20 - 6-Oct-22	7-Oct-22	John Doe	Full-time MBA	✏	✖	📋	🛒
GMASS Search 2	774	6-Jul-22 - 6-Oct-22	7-Oct-22	John Doe	Early-Stage East Coast	✏	✖	📋	✔
GMASS Search 1	2662	6-Oct-17 - 6-Oct-22	7-Oct-22	John Doe	High Scoring – Rest of World	✏	✖	📋	✔

1. In the **Add to Cart** column, click the shopping cart icon in for each search you wish to add to your cart.
2. Each search will automatically be added to the mini shopping cart at the top right of your workspace. As each search is added, the **Name** and **Cost** values will be updated accordingly.

Search Name	Count	Candidate Date Range	Updated	Owner	Group	Edit	Delete	Copy	Add to Cart
GMASS Search 3	8960	6-Oct-20 - 6-Oct-22	7-Oct-22	John Doe	Full-time MBA	✎	✖	▣	🛒
GMASS Search 2	774	6-Jul-22 - 6-Oct-22	7-Oct-22	John Doe	Early-Stage East Coast	✎	✖	▣	✔
GMASS Search 1	2662	6-Oct-17 - 6-Oct-22	7-Oct-22	John Doe	High Scoring – Rest of World	✎	✖	▣	✔

Searches that are currently in your cart will have a green check box in the **Add to Cart** column.

Search Name	Count	Candidate Date Range	Updated	Owner	Group	Edit	Delete	Copy	Add to Cart
GMASS Search 3	8960	6-Oct-20 - 6-Oct-22	7-Oct-22	John Doe	Full-time MBA	✎	✖	▣	🛒
GMASS Search 2	774	6-Jul-22 - 6-Oct-22	7-Oct-22	John Doe	Early-Stage East Coast	✎	✖	▣	✔
GMASS Search 1	2662	6-Oct-17 - 6-Oct-22	7-Oct-22	John Doe	High Scoring – Rest of World	✎	✖	▣	✔

NOTE: You should limit the number of searches in your shopping cart to 10 or fewer. See **Purchase Searches** for complete purchase instructions.

Create and manage searches

View Preview of Shopping Cart

To view the searches in your shopping cart without actually going to the shopping cart:

1. From any tab, click the **[View Cart]** button. The shopping cart preview window will be displayed.
2. Click the **X** at the top right of the shopping cart preview window to close the window.

Remove Searches from Shopping Cart

Searches that are currently in your cart will have a green check box in the **Add to Cart** column. There are three ways to remove a search from the shopping cart:

1. **Saved Searches Grid**

   o In the **Saved Searches** grid, click the check box icon in the **Add to Cart** column for each search you wish to remove from your cart.
   o Each search will automatically be removed from the mini shopping cart at the top right of your workspace.
   o As each search is removed, the Name and Cost values will be updated accordingly and the search will be removed from your shopping cart.

Search Name	Count	Candidate Date Range	Updated	Owner	Group	Edit	Delete	Copy	Add to Cart
GMASS Search 3	8960	6-Oct-20 - 6-Oct-22	7-Oct-22	John Doe	Full-time MBA	✏	✖	🗐	🛒
GMASS Search 2	774	6-Jul-22 - 6-Oct-22	7-Oct-22	John Doe	Early-Stage East Coast	✏	✖	🗐	✔
GMASS Search 1	2662	6-Oct-17 - 6-Oct-22	7-Oct-22	John Doe	High Scoring – Rest of World	✏	✖	🗐	🛒

Create and manage searches

2. Shopping Cart

o In your shopping cart, click the **Remove** icon in the **Remove** column for each search you wish to remove from your cart.

3. During Checkout

- o A dialog box confirming your wish to remove the search from your shopping cart will appear. Click the remove button.

- o The search will be removed from your shopping cart.

NOTE: Removing searches from your shopping cart does not delete them. They will remain in the Saved Searches tab of your Workspace until they have been deleted or purchased.
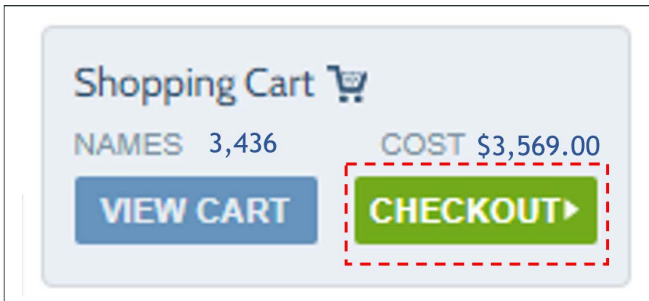
Purchase Searches

You can purchase one search or multiple searches at any time. For information on how to add searches to your shopping cart, see **Add Search to Shopping Cart**.

Step 1: Access Shopping Cart

1A: In the Saved Searches tab, click the **[Checkout]** button in the mini shopping cart at the top right of your workspace.

Step 2: Review Your Shopping Cart

2A. Review your shopping cart to make sure your cart contains only those searches you want to buy. It is best to restrict the number of searches in your shopping cart at one time to 10 or fewer.

Step 3: Select Purchase Types

You can purchase a **One-Time** or a **Recurring** search.

- **One-Time** is a single purchase of search results that match your selected criteria. One-Time searches are best for unique events like webinars or coffee chats, or before any big promotion like a program launch.
- **Recurring Search** is a search that is set up to automatically run at a set frequency and provide search results that match your selected criteria. Recurring searches are best for ongoing recruitment, ensuring you always get the freshest leads ahead of your competitors by setting up weekly, biweekly, or monthly searches.

All searches in your shopping cart will default to one-time.

3A. From the **Purchase Type** column, select either **One-Time** or **Recurring Order** from the Purchase Type drop-down list for each search in your cart.

- To set up a one-time search, in the **Purchase Type** column, select **One-Time** from the **Purchase Type** drop-down list.

- To set up a recurring search, in the **Purchase Type** column, select **Recurring** from the **Purchase Type** drop-down list

- In the Frequency column, select the frequency you would like your search to run:
  - **Weekly -** once a week
  - **Biweekly -** once every two weeks
  - **Monthly -** once a month
  - **Bimonthly -** once every two months
  - **Quarterly -** once every three months

- In the **End Date** column, select the end date for your search. If you do not want to set an end date, click **No End Date** from the Calendar pop-up box, or leave the **End Date** box empty.

You may set end date(s), change end date(s), or cancel recurrence after purchase. (See **Manage Recurring Searches** for more information.)

NOTE: All schedules begins on the day of purchase, and recurring searches will run for the first time on the day of first purchase.

Step 4: Refresh Search Results

To ensure you have the most up-to-date list of available names identified in your searches, you will need to refresh the counts in your shopping cart during the checkout process.

4A. To refresh your counts, click the **[Refresh Counts]** button

NOTE: From the time the search was created or placed in the shopping cart and checkout, the total number of names found through a search may change.

TIP: Why Name Counts May Change

When you refresh your search, the name counts may change for the following reasons, among others:

- **Registrant Opt-out**
  If, between the time a search is placed in the shopping cart and the resulting search is purchased, GMAC receives information that a registrant has elected not to participate in the GMASS service, the name will be excluded from the file.

- **Registrant Information Change**
  If, between the time a search is placed in the shopping cart and the resulting search is purchased, GMAC receives information that a registrant no longer meets the search criteria or new-ly does meet them, the registrant will be added or deleted from the file accordingly.

- **Duplicate Records**
  The searches are run in the order in which they were placed in the shopping cart. If you have chosen not to receive duplicate records, later searches will be compared with earlier ones in the shopping cart to avoid duplication so that you only pay once for a lead. You can also re-arrange the searches in any order by clicking, holding the reorder button in the last column.

4B. Once the name counts have been refreshed, click **[Next >>]** button

Step 5: Select Payment Options

You can pay for **One-Time** and **Recurring** searches with a credit card, check, or wire transfer.

Purchase and manage searches

Pay by Credit Card

You are able to save your credit card information so that future purchases can use either your saved credit card or a new credit card.

5A: Select your saved card from the **Saved Card** drop-down list:

or

Select **New Card** and enter the required information in the corresponding fields:

- Name of cardholder
- Card type (American Express, MasterCard or VISA)
- Card number (no spaces)
- Expiration date (month and year)
- ZIP/postal code of credit card billing address.

NOTE: The ZIP/postal code field does not appear for purchases from non-US subscribers.

To save your credit card information:

1. Click the **Remember this card** checkbox
2. Enter a nickname for the card in the **Credit Card Nickname** field.

NOTE: We do not store credit card information in our database but you may create a payment profile that will recall this information from our secure processing vendors. When you submit a credit card number in the GMASS workspace,your payment profile is created automatically. You may choose to store the payment profile for future use. If you choose not to store the payment profile, you may use it for days after which it will be deleted.

Purchase and manage searches

PAY LATER BY CHECK

To pay by **Check**, please mail your payment to the following address within 30 days.

Graduate Management Admission Council
Attn: Accounts Receivable
Mail Code: 64866486
PO Box 724747
Philadelphia, PA 19170-6486 USA
Federal Employer ID: 23-7084339

Your file will be available for download shortly after purchase. You may access the file from the **Download** tab in your **Workspace**. You may access your invoice or receipt from the **Purchase History** tab in your **Workspace**.

If you have any questions, please contact us via email (gmass@gmac.com) or by phone (+1 703-668-9606). Our business hours are 8 am– 4:30 pm EST.

PAY LATER BY WIRE TRANSFER

To pay by **Wire Transfer**, please mail your payment to the following address. This information is also included on your invoice. Please submit your payment within **30 days** of the invoice date.

Bank Name:	Bank of America
Bank Address:	730 15th St. NW, Washington, DC 20005
Account number:	0000 1165 0494
Routing number:	026009593
Swift code:	BOFAUS3N
Please add US $15 fee for each wire transfer.	

You will be notified by email when the search process is complete and you are able to download your results. Your results will be available within one (1) business day.

If you have any questions, please contact us at gmass@gmac.com or at +1 (703) 668-9606. Our business hours are 8 am – 4:30 pm EST.

PLEASE NOTE:

If you selected **check** or **wire transfer** when you submitted your order and you decide to pay by credit card at a later date, please call GMASS Customer Care at +1 (703) 668-9606. You will be asked to provide the following credit card details:

- Credit card type
- Credit card number
- Expiration date
- Billing zip code (US only)
- Name on the card

The system does not allow you to return to the original GMASS order to make a payment.

Step 6: Your Order Confirmation

You will receive an order confirmation once you have submitted your order. Click the **View Invoice** link at the right of the **Order Confirmation** page to download a copy of your invoice. You will be notified by email when your search results are ready for download.

You can always download accounting documentation from the **Purchase History** tab.

Additionally, both invoices and receipts are available in the My GMAC section of gmac.com. (See **View, Print, or Download and Invoice** for more information.)

NOTE: GMAC DOES NOT MAIL OR EMAIL GMASS INVOICES OR RECEIPTS. The primary subscriber is ultimately responsible for making sure that all invoices are downloaded, submitted, and paid within 30 days of the date of purchase.

Purchase and manage searches

Manage Downloads

All searches available for download are located in the **Downloads** section of your GMASS workspace.

- Searches expire 30 days after purchase.
- Searches set to expire within   ve days are highlighted in yellow.

Download a GMASS Search

To download a GMASS search:

    A. Click the **Downloads** tab in your GMASS workspace.
    B. Click the download icon for the search you wish to download.

C.   Select the format for your search results download:
  • Comma Delimited (Codes)
    Note: Download GMASS Database Code List at www.gmac.com/gmasscodes
  • Comma Delimited (No Codes)
  • Extensible Markup Language (XML)

D.   Click the **[Download]** button to open the .csv or XML file

Download Multiple Searches
Multiple GMASS searches can be combined into one single download file. To combine your searches into one .csv or .xml file:

A.   Click the **Downloads** tab in your GMASS workspace.
B.   Click the **[Combine and Download]** button

C. Click the searches you wish to download into one file by placing a check in the **Download** column for each search.

D. Click **[Download Selected]** button.

E. In the **Name of File to Download** field, enter a name for the download file.

F. Select the format for your search results download:

- Comma Delimited (Codes)

  Note: Download GMASS Database Code List at www.gmac.com/gmasscodes
- Comma Delimited (No Codes)
- Extensible Markup Language (XML)

G. Click the **[Download]** button to open the .csv or .xml file

See TIP: Choosing the Appropriate File Format

TIP: **Chosing the Appropriate File Format**

- The Electronic Comma-delimited (.csv) format is appropriate for reading the file contents in a spreadsheet database application like Microsoft Excel. A .csv format may also be appropriate for importing into older electronic mailing systems or into a database application such as Microsoft Access.
- Extensible Markup Language (XML) format is appropriate if you are planning to use the data in a web or other custom-built application.

  If you are unsure which file format is appropriate, please check with your IT department.

Access Purchase History

All searches that have been purchased through your subscription are listed in **Purchase History** tab of your workspace. If you are looking for a search that has not yet been purchased, go to the **Saved Searches** tab.

GRADUATE MANAGEMENT ADMISSION

GMASS
SEARCH SERVICE

Welcome John Doe | Dashboard | My GMAC Profile | Manage Subscription | Manage Groups | Help | Logout

Shopping Cart
NAMES 0   COST $0.00
VIEW CART   CHECKOUT▸

| New Search | Saved Searches | Recurring Searches | Downloads | Purchase History |

80 of 107 searches displayed. For your full history click here

Filter by | Select a Group ... ▾ | Select an Owner ... ▾   View 15 ▾ per page   **1** 2 3 *of* 6 ◂▸

Search Name	Count	Purchased	Owner	Group	Cost	Invoice Status	Status	Invoice & Receipt	Purchase Reason	Copy
GMASS Search 3	8248	7-Oct-22	John Doe	Full-time MBA	$8,248	Paid	Download	2000116	Recruiting Events	
GMASS Search 1	2662	7-Oct-22	John Doe	High Scoring – Rest of World	$2,795	Paid	Download	2000114	Email/Social Marketing	
GMASS Search 2	774	7-Oct-22	John Doe	Early-Stage East Coast	$774	Paid	Download	2000114	Ad Campaigns	

View, Print, or Download an Invoice or Receipt

You can find your invoices available in the **Purchase History** tab of your workspace.

In the **Invoice & Receipt** column, click on the icon for the search whose invoice/receipt you want to view, print, or download.

NOTE: **GMAC DOES NOT MAIL OR EMAIL GMASS INVOICES OR RECEIPTS**. The primary subscriber is ultimately responsible for making sure that all invoices are downloaded, submitted, and paid within 30 days of the date of purchase.

View Download Details

You can view download details for a search. To view the download history:

1. In the Purchase History grid, click the **Search Name**. A pop-up window displaying the properties of the search will appear.

80 of **107** searches displayed. For your full history click here

| Filter by | Select a Group ... ▼ | | Select an Owner ... ▼ | | | | View | 15 ▼ | per page | 1 2 3 of 6 ◀▶ |

Search Name	Count	Purchased	Owner	Group	Cost	Invoice Status	Status	Invoice & Receipt	Purchase Reason	Copy
GMASS Search 3	8248	7-Oct-22	John Doe	Full-time MBA	$8,248	Paid	Download	2000116	Recruiting Events	
GMASS Search 1	2662	7-Oct-22	John Doe	High Scoring – Rest of World	$2,795	Paid	Download	2000114	Email/Social Marketing	
GMASS Search 2	774	7-Oct-22	John Doe	Early-Stage East Coast	$774	Paid	Download	2000114	Ad Campaigns	

2. Click on **Purchase and Download Details** to expand the section.

Properties

Copy | Group Assignment | Print

▾ Search Summary

Search Name	GMASS Search 1
Group Name	High Scoring – Rest of World
Owner	John Doe
Date First Saved	7-Oct-22
Date Last Updated	7-Oct-22
Current Status	Available For Download
Recurring Options	Weekly
Last Purchase	7-Oct-22
Purchase Reason	Email/Social Marketing

▸ Download Summary

▸ Purchase and Download Details

▾ Search Criteria

GMAT® Total Score	360 - 800
Degree Objectives	Executive MBA (EMBA); Joint Degree - MBA/Engineering; Joint Degree - MBA/Law; Master of Business Administration (MBA)
Age Range	24 - 55
Workload	Full-time student; Part-time student; Undecided
Teaching Format	Distance/Online; On-Campus; Some combination of the above; Undecided
GMAC Recommendations	MBA, Full Time
Scores Sent to My Competitors	MBA, Full Time

3. Click on the green plus sign next to the **Purchase Date** to display the download details.

Manage Recurring Searches

All purchased searches that have been set up as recurring searches are available in the **Recurring Searches** tab in your workspace. Only active recurring searches will be displayed.

Change Occurrence

You can change the occurrence of your recurring searches, which includes modifications to frequency, next purchase date, and end date.

To change the occurrence:

1. Click the **[Change Occurrence]** button

2. In the **Frequency** column, select the frequency in which you would like your search to run using the drop-down list:

    - **Weekly -** once a week
    - **Biweekly -** once every two weeks
    - **Monthly -** once a month
    - **Bimonthly -** once every two months
    - **Quarterly** - once every three months

3. In the Next Purchase column, change the next purchase date using the calendar pop-up box.

4. In the **End Date** column, select the end date for your search.
   - If you do not want to set an end date, click **No End Date** from the calendar pop-up box, or leave the End Date box empty.

   - To add add/change your end date, select the new end date for your search using the calendar pop-up box.

5. Click the **[Save Changes]** button

Edit the Criteria of Recurring Search

You can edit the criteria of a recurring search. To edit the criteria of a recurring search:

1. In the Recurring Searches grid, click the **Search Name**. A pop-up window displaying the properties of the search will appear.

2. Click the **[Edit]** button at the top right to open the search in edit mode.

3. Edit the search criteria.
4. Click the **[Save]** button at the bottom right of the page.

Cancel Recurring Search

You can cancel an active recurring search. If you do, you cannot undo the cancellation; you can re-establish the recurring search by following the instructions in **TIP: Re-establish a Recurring Search after Cancellation.**

To cancel a recurring search:

1. In the **Cancel** column, click the Cancel icon of the search you wish to cancel as a recurring order.

2. A pop-up warning message asking to con irm this action will appear. Click the **[Yes]** button to cancel your search. The page will automatically refresh, and the canceled recurring search will no longer be displayed in the Recurring Searches tab.
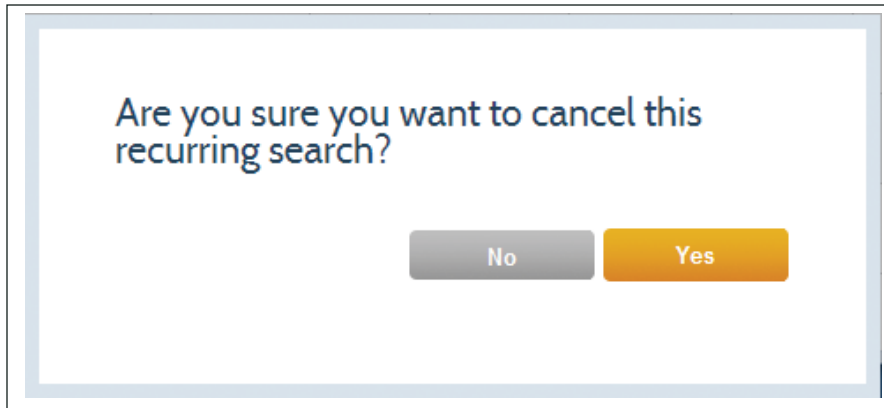
TIP: **Re-establish a Recurring Search After Cancellation**

To re-establish a recurring search, you will need to purchase a new copy of your search. To do this:

- Copy the search from your Purchase History.
- Place the copy in your shopping cart.
- Select Recurring Search as the Purchase Type.
- Set up your order schedule during the checkout process.

Appendix I: Search Categories List

Use the table below to assist you in developing your search criteria. It includes all available topics and subtopics as well as sample data and rules for usage.

CATEGORY	SUBCATEGORY	SAMPLE DATA	COMMENTS
Age Range	Age Range	18-22 23-25 29-35	Specify low and high ends of a range
Citizenship or Language	Citizenship	China India United States	Multiple selections allowed
	Language: Native language Second language Third language	Chinese French Spanish	Multiple selections allowed
Desired Degree Characteristics	Degree Objectives	Doctorate In Business (Phd Or Dba) Joint Degree−MBA/Law Master's in Business (MS, MSc, MA) Master's in Business Administration (MBA)	Multiple selections allowed
	Intended Concentration	Accounting Marketing Information Systems Technology	Multiple selections allowed
Desired School Characteristics	Part-Time vs. Full-Time	Executive MBA Student Full-Time Student Part-Time Student	Multiple selections allowed
	Teaching Format (Online vs. On-Campus)	Distance On-Campus Online	Multiple selections allowed
Educational Background	Undergraduate GPA	2.0−4.0	Specify low and high ends of a range
	Undergraduate Major Undergraduate Other Major	Accounting Computer Science Fine Arts	Multiple selections allowed
	Educational Experience	Completed my undergraduate or university degree Have attained a doctoral degree Have attained a master's degree	Multiple selections allowed
	Undergraduate or First Degree Completion Year	20207 2021995 20224	Select low and high ends of a range
Ethnicity (US Only)	Ethnicity	Black or African American H Hispanic,Latino,or Spanish Origin Asian White	Only US citizens respond to this question Multiple selections allowed
Gender	Gender	Female Male Other	Multiple selections allowed

CATEGORY	SUBCATEGORY	SAMPLE DATA	COMMENTS
GMAT Scores	GMAT Total Score	200-800	Specify low and high ends of a range
	GMAT Quantitative Score	0-60	
	GMAT Verbal Score	0-60	
	GMAT AWA Score	0.0-6.0	
	GMAT IRRScore	10-10-8	
Intended School Plans	Planned Date of Enrollment	January - April 2024 May - August 2024 September - December 2024 Undecided	Values updated annually Multiple selections allowed
	Work while Pursuing degree	Yes, Full-Time Yes, Part-Time Undecided	Multiple selections allowed
Location, Current (Country ≠ US)	World Region, Country, City, State/Province	Asia China Beijing Western Europe France Paris	Multiple selections allowed
Location, Current (Country = US)	World Region, Country, ZIP Code Or State Or Metropolitan Area	United States, United States, ZIP Code, 221 United States, United States, State, Virginia United States, United States, Metropolitan Area, Washington-Arlington-Alexandria, DC-VA-MD-WV	Multiple selections allowed
Location, Permanent US State	Permanent US State	California Michigan New York	Multiple selections allowed

Appendix I: Search Categories List

CATEGORY	SUBCATEGORY	SAMPLE DATA	COMMENTS
Preferred Region of Study	Preferred Region of Study	Asia United States (Middle Atlantic, Midwest, Northeast) Western Europe	Multiple selections allowed
Undergraduate/ First Degree Institution	Undergraduate/First Degree Institution	Boston University George Mason University University of California, Los Angeles	Multiple selections allowed
Work Experience	Years of Work Experience	0 to 30+ years	Multiple selections allowed
	Functional Experience Prior to MBA Degree	Consulting Finance/Accounting Operations/Logistics	Multiple selections allowed
	Industry Experience Prior to MBA Degree	Financial Services Government Technology	Multiple selections allowed
	Military Service, Current or Within Past 3 Years	No Yes	Multiple selections allowed
Work Desired After Degree	Desired Functional Area After Degree	General Management Management Information Systems Marketing/Sales	Multiple selections allowed
	Desired Industry After Degree	Consumer Products Media/Entertainment Real Estate	Multiple selections allowed
GMAC Recommendations	GMAC Recommendations	Your program names	Multiple selections allowed
Scores Sent to My Competitors	Scores Sent to My Competitors	Your program names	Multiple selections allowed

Appendix II: Download File

The following GMASS comma-delimited layout refers to the electronic output ordered from the GMASS service. All data are left-justified, and open spaces are blanks. Each data element is surrounded by double quotes (") and separated by a comma (,). Multiple responses are separated by a semicolon (;). Go to **gmac.com/resources** to download the current GMASS Database Code List and Sample Download File.

SEQUENCE	FIELD	MAXIMUM FIELD LENGTH		SEQUENCE	FIELD	MAXIMUM FIELD LENGTH
1	FirstName	30		34	ExpInArmedForces	100
2	MiddleName	30		35	GMATScoreRangeTotal	25
3	LastName	50		36	GPA	25
4	Su x	50		37	FinancialAid	100
5	Email	255		38	RegionValues	100
6	PhoneSMSOptIn	10		39	PhoneSMSOptInID	1
7	PhoneNumber	52		40	StateID	7
8	MobilePhoneNumber	39		41	CountryID	3
9	UndergradGradDate	7		42	WorldRegionID	2
10	Address1	100		43	MetroAreaID	5
11	Address2	100		44	CountryOfCitizenshipID	3
12	Address3	100		45	NativeLanguageID	3
13	City	32		46	GenderID	1
14	PostalCode	16		47	EthnicIdenti cationID	2
15	StateProvince	100		48	UndergraduateCollegeID	4
16	Country	100		49	UndergraduateMajorID	2
17	WorldRegion	100		50	EducationExperienceID	2
18	MetroArea	100		51	DegreeObjectiveID	2
19	CountryOfCitizenship	100		52	ConcentrationID	2
20	NativeLanguage	100		53	TeachingFormatID	2
21	Gender	6		54	PlannedDateEnrollmentID	2
22	EthnicIdenti cation	100		55	WorkloadID	2
23	Age	2		56	WorkIntentionID	2
24	UndergraduateCollege	100		57	WorkExperienceID	2
25	UndergraduateMajor	100		58	ExpInArmedForcesID	2
26	EducationExperience	100		59	GMATScoreRangeTotalID	2
27	DegreeObjective	100		60	GPAID	4
28	Concentration	100		61	FinancialAidID	2
29	TeachingFormat	50		62	StudyRegionID	2
30	PlannedDateEnrollment	50		63	GMATExamDate	10
31	Workload	100		64	SearchName	100
32	WorkIntention	50		65	GMACRecommendations	500
33	YearsOfWorkExperience	2		66	ScoresSentToMyCompetitors	500

Appendix III: GMASS™ Terms of Use Agreement

In order to use the GMASS™ Service, you must agree to the full GMASS Terms of Use Agreement, which you can find below. Highlights of this Agreement include:

- Only designated subscribers may access the GMASS Service to perform searches and purchase GMASS Data.

- Primary Subscribers are responsible for maintaining the accuracy of the Institution's subscriber information.

- Payments may be made by check, wire transfer, or credit card (American Express, Visa, Mastercard). Payment terms for check and wire transfer are 30 days from the date of purchase.

- GMASS Data may be used for up to 12 months from the date of purchase.

- GMASS Data may be used only for providing information to Candidates about the Institution or requesting participation in Institution-sponsored studies.

- GMASS Data may not be combined with other data except for the limited purposes stated below.

- Candidates must be informed that the Institution received their information from GMAC.

- All marketing communications with a Candidate must cease if the Candidate requests to opt-out.

- All written communications must comply with GMAC Trademark and Copyright Guidelines which can be found at **http://www.gmac.com/trademarks**.

- The Institution is responsible for following all applicable laws and terms of any social media or other technology providers.

- GMAC may monitor the use of the GMASS Service and GMASS Data, and reserves the right to revoke access to the service.

- The Institution is responsible for securing GMASS Data and notifying the individuals outlined in this Agreement and

- The required government regulators should there be an unintended access or disclosure of GMASS Data.

- GMAC may change this Agreement at any time without notification as well as the costs associated with the GMASS Service.

By accepting this Agreement, By accepting this Agreement, I signify that I am an authorized representative of the School named in the Enrollment Form, and I am either the Primary Subscriber or a Delegate Subscriber. If I am the Primary Subscriber, I have the authority to contractually bind the School to this Agreement and agree that the School and its users' access to and use of the GMASS Service and all information obtained from the service are subject to this Agreement. As a user of the GMASS Service, I agree to abide by this Agreement and any additional policies set forth in the GMASS User Guide, and I consent to the Privacy Policy and Terms of Use on **gmac.com**.

Definitions

a. Candidate: A prospective graduate management education student who has consented to participate in the GMASS Service.

b. Candidate Record: GMASS Data available for a specific Candidate.

c. Delegate Subscriber: For approved subscriptions, employees or third-party service providers of the School that are designated by the Primary Subscriber as individuals who should have access to the GMASS Service.

d. Early Profile Candidate: A Candidate whose Candidate Record, as of the date of access to such Candidate Record, includes only such Candidate's first name, email address, and IP address country.

e. Full Profile Candidate: A Candidate whose Candidate Record includes such data as Candidate's first name, last name, email address, IP address country, and additional demographic and educational information but who has not taken a GMAC assessment, in each case as of the date of access to such Candidate's Candidate Record.

f. Full Profile with Score Candidate: A Candidate who has taken a GMAC assessment, including but not limited to the GMAT exam.

g. GMASS Data: All information received by the School from the GMASS Service, which may include candidate information such as contact information, background and demographic information, program preferences, and GMAC assessment score ranges, as applicable and available.

h. Licensees: The Primary Subscribers, Delegate Subscribers, and other employees and third-party service providers of School who:

i. Require access to GMASS Data to provide a service for the School, and

ii. Have signed agreements containing confidentiality and other obligations as least as restrictive as those contained herein.

i. Primary Subscriber: An employee of the School responsible for completing and managing the Enrollment Form. Primary Subscribers must use their School email address in their GMASS profile.

j. School: A school that offers a graduate degree in business or management and who has been and continues to be authorized to access the GMASS Service by GMAC.

Terms:

1. License to GMASS Data: GMAC grants Schools, through their Licensees, a nonexclusive, nontransferable, revocable, limited license to the GMASS Data for uses and purposes provided in this Agreement. GMAC is the sole owner of, and shall retain the entire rights to, any copyrights, trademarks, trade secrets, and any other proprietary rights in the GMASS Data

2. Access to the GMASS Service: Only Primary Subscribers and Delegate Subscribers shall have access to the GMASS Service. The Primary Subscriber is responsible for reviewing, on a regular basis, access by School's subscribers and for notifying GMAC of any updates via gmass@gmac.com.

3. Use: GMASS Data is limited to use by the School's Licensees. Licensees and Schools shall use GMASS Data only for identifying and contacting Candidates about the School's graduate management educational opportunities and financial programs, or to request that the Candidate participate in a School-sponsored survey, focus group, or other research study related to graduate management education (the "Permitted Purpose"). GMASS Data may be used for up to 12 months from the date the GMASS Data was purchased, and at the end of that period Licensee shall securely delete it.

4. Message Content Restriction: Licensees may not send message content to Candidates that includes or suggests that they can apply to the School without having to take a GMAC assessment.

5. Sharing: Licensees may merge, combine, or copy GMASS Data into other lists or data from other sources only for the Permitted Purpose. Licensees shall not represent that the GMASS Service is the source for any non-GMASS Data. Licensees shall not copy, modify, publish, distribute, sell, rent, or otherwise disclose the GMASS Data to a non-Licensee, except such service providers as are reasonably necessary to send messages as provided by this Agreement. If a School offers a joint program with another educational institution and the joint program requires or accepts GMAC assessment scores, the purchasing School ensures that the other institution complies with the Licensee obligations in this Agreement.

The other institution may not use the GMASS Data to promote its other programs. If the other institution is an institution approved to purchase GMASS Data, it may purchase GMASS Data for the purpose of promoting its own programs that accept GMAC assessments. A third-party service provider Licensee may use the GMASS Data only for the School for whom the GMASS Data was purchased; it may not use the GMASS Data for more than one School. Third-party service provider Licensees must disclose the identity of the School for whom they are acting.

6. Communications: All communications to Candidates must comply with all applicable laws. In addition, Licensees must comply with the following requirements:

a. Email Communications. If a Candidate's GMASS Data includes an email address, Licensees may contact the Candidate via email. Such emails must inform the Candidate that they are being contacted as a result of their previous consent to participate in the GMASS Service. Any "commercial" email message being sent to an individual found through the GMASS Service must include a valid return email address and other accurate header and routing information, a valid postal address and telephone number, a clear and conspicuous notice that the message is an advertisement or solicitation, and an Internet-based means for the recipient to "unsubscribe" so he or she will not receive further messages. All email messages must include an opt-out mechanism in compliance with this Agreement.

b. Postal Mail. If a Candidate's GMASS Data includes a street address, Licensees may contact the Candidate via postal mail. Such communications must include a valid postal address and telephone number that the Candidate may use to inquire about Licensee's or School's use of their data and submit an opt-out request.

c. Telephone. If the Candidate's GMASS Data column titled "PhoneSMSOptIn" says "Both" or "Phone Only," Licensees may call the Candidate at the telephone number(s) included in the GMASS download file. Licensees must not use an automatic telephone dialing system (as defined by US Federal law) to call Candidates who are US

residents unless the column titled "Auto" contains the designation "Yes." Licensees must not use prerecorded messages when contacting Candidates. Phone calls placed to Candidates must support Candidate requests to opt out of future calls and include any disclosures required by applicable law.

d. Mobile Messaging. If the Candidate's GMASS Data column titled "PhoneSMSOptIn" says "Both" or "SMS Only," Licensees may contact the Candidate by mobile messages at the mobile number included in the GMASS download file. Licensees must not use an automatic telephone dialing system (as defined by US Federal law) to send messages to Candidates who are US residents unless the column titled "Auto" contains the designation "Yes." Licensees must not use prerecorded voice messages when contacting Candidates. Phone calls placed to Candidates must support Candidate requests to opt out of future calls and include any disclosures required by applicable law.

e. Social Media. If the School uses any social media platform to generate ads, to contact Candidates, or for any other purpose, the School and Licensees must comply with any applicable terms of the provider, including notice requirements. The School must support do-not-track requests, including those expressed via browser settings.

7. Unsubscribe Requests: All messages any Licensee sends or causes to be sent to Candidates must include a mechanism that permits Candidates to opt out of receiving further messages. The "unsubscribe" or opt-out mechanism must comply with applicable law and be effective to terminate all further messages from the School. No matter the communication method, upon receiving an "Unsubscribe" or other opt-out request from a Candidate, the School, and all of its Licensees, shall stop sending any communications to that individual as soon as possible, and in no case later than the time prescribed by applicable law (generally 10 days or less). The opt-out mechanism, and any communication related to unsubscribing, must not state or imply that unsubscribe requests are effective to

terminate any communications other than those from or on behalf of the School. The School and Licensees shall comply with any of their own opt-out or unsubscribe lists and any other applicable do-not-call or contact lists.

8. Compliance with Applicable Law: The School agrees that its, and all its Licensees', processing of any GMASS Data (including access to, storage of, and use of GMASS Data) and its communication with Candidates (including message or call content, equipment used to deliver messages, and management of opt ins and opt outs) will comply with all applicable laws and regulations, including those concerning privacy, data security, marketing, opt-out requirements, anti- spam, and telecommunications. The School agrees that the GMASS Data will not be used to discriminate against potential applicants on the basis of race, color, national origin, religion, physical or mental disability, age, gender, or other criteria protected by law; however, nothing in this Agreement shall prevent the School from using the GMASS Data in connection with a valid and legal affirmative action program that may take such criteria into account to further permissible School goals. The School agrees that it and all Licensees shall adhere to the generally accepted ethical standards in the recruitment of potential applicants found through the GMASS Service.

9. Monitoring: GMAC reserves the right to monitor the access to and use of GMASS Data. Each GMASS results download file includes an auto-generated "seed" email address. There is no charge for this email address; it is typically the address in the last row of a search download file. The School shall include the seed address as a recipient of each communication being sent to Candidates.

10. Security: The School agrees to employ reasonable technical and administrative measures to protect the GMASS Data from unauthorized access, disclosure, or use. Licensees shall not transmit any information to GMAC, including subscription search requests that contain viruses, worms, Trojan horses, or other disabling devices; or use spamming, flooding, or other means to interfere with the GMASS Service or any other GMAC user, host, or network.

11. Pricing and Payment Terms: Pricing is exclusive of any taxes, levies, government-mandated withholdings, or other similar charges. GMAC may adjust the pricing upon thirty days' notice to the Primary Subscriber. The School may pay by check, wire transfer, or credit card (American Express, Visa, Mastercard). Payment terms for check and wire transfer are 30 days from the date of purchase. If payment is not received when due, GMAC may suspend School's access to GMASS Service, without notice.

12. Mapping Feature Terms: The mapping feature is not available in all countries. If the School uses the mapping feature for searching, it must also abide by the Google Maps/Earth Additional Terms of Service and other legal notices available at ***https://maps.google.com/help/ terms_maps.html;***

http://maps.google.com/help/ terms_maps.html; and

https://www.google.com/work/ earthmaps/legal/universal_aup.html.

13. Incidents: In the event of an accidental or unauthorized use, breach, loss, access to, or disclosure of GMASS Data (each, an "Incident"), the School shall notify GMAC's Chief Privacy Official at privacy@gmac.com within 24 hours of the Incident. If further notice is required by applicable law, or advisable to prevent harm to affected individuals, then Licensee shall promptly provide notice to the involved individuals and the proper legal and other applicable authorities, in accordance with applicable law. Licensee shall promptly and fully investigate and remediate any Incidents, provide all such information to GMAC as GMAC may reasonably request, and provide appropriate redress to the affected individuals.

14. Legal Disclosure: The GMASS Data may be disclosed pursuant to order of any court or like entity, or pursuant to open records statutory requirements if the School provides GMAC with prompt notice of the order or open records requirements and an opportunity to resist disclosure if possible.

15. No Warranty: GMASS Data consists of, or is based on, information provided by Candidates to GMAC. GMAC disclaims all warranties, express or implied, including the implied warranties of merchantability, fitness for a particular purpose, and non-infringement.

16. Limitation of Liability: The School assumes liability for all costs, expenses, and damages arising out of its use or its Licensees' use of the GMASS Data and/or any breach of this Agreement. GMAC shall not be liable to the School for special, incidental, consequential, or punitive damages of any nature for any reason, whether such liability is asserted on the basis of contract, tort, or otherwise, even if GMAC has been warned of the possibility of such damages.

17. Indemnity: To the extent permitted by state law and without waiving sovereign immunity, the School shall indemnify GMAC against third-party claims, suits, actions, judgments, liabilities, losses, damages, fines, penalties, costs, and expenses (including, without limitation, reasonable fees for attorneys and other professionals) arising out of, resulting from, or based upon its use or any other Licensee's use of any GMASS Data, communications to Candidates, any security breach or incident, or any violation by Licensee of this Agreement.

18. Enforcement: The School agrees that any use not authorized in this Agreement or any otherwise inappropriate use of the GMASS Data is prohibited, and that any violation of this Agreement may, at the discretion of GMAC, result in termination of the School's license to the GMASS Data and cancellation of access to any GMASS Data, and may prevent the School from further participation in the GMASS Service.

19. Revisions to Terms of Use Agreement: By using the GMASS Service, you are indicating that you have read, understand, and agree to be bound by these Terms of Use and that GMAC may revise the Terms of Use from time to time without providing any notice to you. You should visit this page periodically to review

Terms of Use, because continued use of the GMASS Service or GMASS Data after a revision to the Terms of Use indicates that you and the School accept the terms as revised.