

GMASS Do's and Don'ts



General Subscription



Do

- Use GMASS data to contact prospective candidates about your graduate business programs and/or services relevant to the candidate journey around business school and their career
- Notify GMAC immediately of any unauthorized use, breach, loss, or unauthorized disclosure of the GMASS data
- Comply with applicable laws, including those regarding marketing, data privacy, and security
- Adhere to ethical standards in the recruitment of potential applicants
- Inform GMAC of subscriber changes by emailing gmass@gmac.com
- Abide by the most current GMASS Terms of Use Agreement (TOU) or other GMASS license agreement between you and GMAC

Don't

- Disclose or allow access to GMASS data to anyone other than licensees authorized under the TOU, unless you get GMAC's consent in writing first
- Use GMASS data to discriminate against any potential candidate based on race, color, national origin, religion, physical or mental ability, age, sex, or other criteria protected by law

GMASS Do's and Don'ts



Correspondence to Candidates



Do

- List valid contact information for your institution on all communications, including:
 - Postal address
 - Telephone number
 - Email address
- Provide an internet-based means for candidates to unsubscribe or opt out
- Remove GMASS contacts who have opted out / unsubscribed within the time prescribed by law
- Inform GMASS contacts that you are contacting them because of their opt in to the GMASS service (this can be in a footer or header)

Don't

- Send message content to candidates that includes or suggests that they may apply to the program without having to take the GMAT exam
- Use spamming or other means to interfere with the GMASS service or any GMASS candidate, user, host, or network
- Text or call candidates via phone using an automatic telephone dialing system, unless the Auto field is "Yes"
- Send GMASS contacts anything other than information pertaining to the Permitted Purpose identified in the TOU or other GMAC agreements
- Send correspondence to GMASS names purchased more than 12 months earlier, unless otherwise agreed by GMAC
- Remove the GMASS seed name from mailing