

General Subscription

Do

- Use GradSelect data to contact prospective candidates about your graduate business programs
- Notify GMAC immediately of any unauthorized use, breach, loss, or unauthorized disclosure of the GradSelect 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 gradselect@gmac.com
- Abide by the most current GMAC™ GradSelect Terms of Use Agreement (TOU) or other GradSelect license agreement between you and GMAC.

Don't

- Disclose or allow access to GradSelect data to anyone other than licensees authorized under the TOU, unless you get GMAC's consent in writing first
- Use GradSelect data to discriminate against any potential candidate based on 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
 - o Postal address.
 - o Telephone number.
 - o Email address.
- Provide an internet-based means for candidates to unsubscribe or opt out.
- Remove GradSelect contacts who have unsubscribed and opted out within the time prescribed by law.
- Inform GradSelect contacts that you are contacting them because of their previous opt-in to the GradSelect service (this can be in a footer or header)

Don't

- Send message content to candidates that include or suggest that they can apply to the program without having to take the GMAT® exam.
- Use spamming or other means to interfere with the GradSelect service or any GradSelect candidate, user, host, or any network.
- Text or call the candidate via phone using an automatic telephone dialing system unless the Auto field is "Yes."
- Send GradSelect contacts anything other than information pertaining to the Permitted Purpose identified in the TOU or, if applicable, the GradSelect license agreement between you and GMAC
- Send correspondence to GradSelect names purchased more than 12 months earlier, unless otherwise agreed by GMAC
- Remove the GradSelect seed name (____@gmac.com) from mailings.