GMASS DO'S AND DON'TS

General Subscription

Do

- Use GMASS names to contact prospective candidates about your graduate business programs
- Notify GMAC immediately of any unauthorized use, breech, 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
- Inform GMAC of subscriber changes by emailing gmass@gmac.com
- 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 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 opt out
- Remove GMASS contacts who have opted out within the time prescribed by law Inform GMASS contacts that you are contacting them because of their previous 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 can apply to the School without having to take the GMAT exam. (added to the GMASS Terms of Use in December 2017)
- 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)
- Send correspondence to GMASS names purchased more than 12 months earlier
- Remove the GMASS seed name from mailings