

Mass Email Marketing Service - Terms of Service

The Mass Email Marketing platform, provided by [Emma®](#), is administered and supported by GW Information Technology for university-related communications. GW IT will provision and deprovision mass email marketing accounts, provide technical support for account holders, and maintain the relationship with the vendor. This service is designed for one-way 'broadcast' style communication to groups of recipients and is not designed for two-way or interactive communications.

Requesting an Mass Email Marketing Account

This service can only be requested by university faculty and staff. The service is designed for mass distribution of messages to identified accounts for the following purposes:

- Conducting official GW business
- Supporting GW research initiatives
- Departmental communication
- Academic communication

This service is not available to GW affiliates, students and student organizations.

Account requests that do not meet the above criteria will be denied.

To request a mass email account, please complete the form at <https://go.gwu.edu/massemail>.

Mass Email Marketing Account Owner Responsibilities

Account Owners are responsible for properly managing their mass email marketing account on a day-to-day basis. Many of these responsibilities listed are required in order to reduce unnecessary costs for this service and ensure GW is in compliance with state and federal bulk email laws. The responsibilities of the account owner include:

- Ensuring that the owner of the mass email account is an active faculty/staff member with an @gwu.edu address.

- Ensuring that the “Sender” address used in email campaigns is a valid @gwu.edu email address.
- When communicating to university constituents ensuring the use of @gwu.edu email addresses (instead of @email.gwu.edu and @gwwmail.gwu.edu) in contact lists.
- Archiving or removing contacts and contact lists when not in use for an extended amount of time (over 30 days).
- Ensuring a valid postal mailing list is configured in your mass email account (which is to be used in the footer of your email templates).
- Adding, removing and maintaining appropriate permissions of team members associated with the mass email account.
- Archiving the account’s segments, groups, forms, pages, mailings and responses.
- Assisting contacts with subscribing or unsubscribing to the account’s mailing list upon request.
- Responding to errors related to their account, such as delivery and remove errors.
- Adhering to the [GW E-Mail Policy](#) and [Acceptable Use Policy for Computing Systems and Services](#).

Mass Email Marketing Account Removal

Mass email marketing accounts are reviewed periodically to see if they are active; an account is considered active if it meets the following criteria:

- An email has been distributed to its subscribers within the past 12 months, and
- The account owner is a valid faculty/staff email address ending in @gwu.edu or @email.gwu.edu.

Owners and registered team members of the mass email account will be notified via email 30 days and 14 days prior to account removal. It is the responsibility of the Account Owner to obtain any pertinent data (like message archives) from the service prior to the removal date. If the Account Owners’ email address is no longer valid, or the Account Owner is consistently unreachable or unresponsive, the account is subject to immediate removal.

Mass email marketing accounts found to be outside the original stated purpose or in violation of the [GW E-Mail Policy](#) and [Acceptable Use Policy for Computing Systems and Services](#) may be removed.

Account Owners may also request that their mass email account be removed by logging in and completing the form at <https://go.gwu.edu/massemail>.