Policy on Distribution and Use of Chapter Lists and E-Mail Addresses

In accordance with the Mississippi State University Information Security Policy, the Division of Development and Alumni policy is as follows:

- The Alumni Association will send out all email communication on behalf of the chapters.
- No chapter membership list will be distributed in an Excel electronic format. Providing a list electronically is less secure and easier to manipulate than providing a printed list.
- Each officer receiving a printed list must adhere to its terms of use.

Chapter membership lists

Chapter membership lists are provided (in printed format) to chapter officers with the intent of helping them:

- Update member information
- Become familiar with the alumni and friends in their chapter
- Correspond with members (i.e., invite them to chapter events, ask them to volunteer or participate, remind them of membership renewal with the Annual Fund)

Terms of Use

- Use of the list must comply with the Association’s Chapter Records Release Policies (listed below).
- Once the chapter membership list has been used for its intended purpose, the list should be disposed of by shredding.
- Do not leave membership list out in the open.
- New lists can be supplied to the chapter upon request.
- Failure to comply with these Terms of Use will result in the chapter’s loss of membership list privileges.

Chapter E-mail Distribution Lists

If the chapter wishes to create its own e-mail distribution list, the following conditions must be met:

- The chapter must create a group and a group name to which to send e-mails or put all e-mail addresses in the “BC” field, rather than the “TO” field. IMPORTANT: No e-mail addresses should appear in any visible field of an email. Never show someone’s email address in the “To” field.
- If you are asked to change an individual’s email address, please also forward the new address to the Alumni Office so that our records can be updated.
• Chapter-created e-mail distributions lists may only be used for official Alumni Association activities. No commercial or political use of the e-mail list is permitted.

As stated by the Mississippi State University Information Security Policy:

The MSU Information Security Program categorizes lists of electronic mail address as Category II data.

“Category II data is that which must be protected due to proprietary, ethical or privacy considerations. This classification applies to data that is not otherwise protected by a known civil statute or regulation, but if inappropriately released to unauthorized parties could do harm to the university and its reputation. Such release might result in negative publicity.”

(Information Security Program, p. 4)

Chapter Records Release Policies
(As stated in the Chapter Officers’ Handbook)

The records maintained by the Division of Development and Alumni represent confidential information about the graduates, former students and friends of MSU. In order to maintain the privacy of those individuals, the Alumni Association will not release any portion of those records except for use in programs planned by the association or university.

• The alumni records will not be supplied to any individuals or agencies except those involved in the planning and development of Alumni Association or MSU programs.

• Under no circumstances will the records of the MSU Alumni Association be sold or redistributed.

• All requests for use of alumni records must have the approval of the MSU Alumni Association.

• In every case, the confidentiality of the records must be maintained.

• No commercial or political use of the MSU Alumni Association is permitted without written consent of the association.

• The MSU Alumni Association prohibits the use of alumni records for any fund-raising activity unless authorized by the Alumni Association and the Foundation/Annual Fund.

Final authority in determining legitimate uses of the alumni records is given to the executive director.

April 18, 2008