Electronic Communications Policy

<table>
<thead>
<tr>
<th>Responsible Officer</th>
<th>Chief Information Officer</th>
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<tbody>
<tr>
<td>Approved by</td>
<td>Vice-Chancellor</td>
</tr>
<tr>
<td>Approved and commenced</td>
<td>September 2018</td>
</tr>
<tr>
<td>Review by</td>
<td>September 2021</td>
</tr>
<tr>
<td>Relevant Legislation, Ordinance, Rule and/or Governance Level Principle</td>
<td>Spam Act 2003 (Cth)</td>
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<tr>
<td>Responsible Organisational Unit</td>
<td>Information Technology Services</td>
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1 Objective

The objectives of this Policy are to ensure:

- appropriate use of Electronic Messaging Systems at the University of Tasmania.
- that the University of Tasmania is protected from Electronic Messages sent in error or through inappropriate use.
- that staff and students are aware of the requirements and restrictions contained in the Spam Act 2003, and that non-compliance with the provisions of the Spam Act 2003 expose the University of Tasmania to prosecution and disconnection of services, and the originator of the message to disciplinary action.

2 Scope

This Policy applies to the use of any form of Electronic Messaging operated or controlled by the University and specifically: email, instant messaging (i.e., Microsoft Skype for Business or similar), blog or wiki posts, other Social Media platforms provided by the University (i.e., Yammer).

3 Policy Provisions

3.1 Electronic Messaging

University of Tasmania Electronic Messaging Systems are not intended for personal use. Reasonable personal use is permissible providing it is not associated with any illegal activity and does not adversely affect the good reputation of the University of Tasmania.

An expression of a view or personal opinion must not be made in such a way as to appear to represent the views or opinions of the University of Tasmania.

3.2 Unsolicited Electronic Communications (Spam)

Other than for official University purposes, sending any unsolicited commercial electronic message which offers to supply goods or services, advertises goods and services or promotes a supplier of goods and services is contrary to the Spam Act 2003. Penalties apply to organisations for breaches to the Spam Act 2003.

If the University of Tasmania intends to send a commercial electronic message, it must have the consent of the individual and the message must contain:

- information about the individual or organisation sending the message
- a functional unsubscribe facility.

No unauthorised email or other electronic communication may be sent which attempts to hide the identity of the sender, or to represent the sender as someone else.
3.3 Electronic Communications Disclaimer

The following confidentiality statement (or similar) will be added at the end of each outgoing email:

University of Tasmania Electronic Communications Policy (August 2018). This email is confidential and is for the intended recipient only. Access, disclosure, copying, distribution, or reliance on any of it by anyone outside the intended recipient organisation is prohibited and may be a criminal offence. Please delete if obtained in error and email confirmation to the sender. The views expressed in this email are not necessarily the views of the University of Tasmania, unless clearly intended otherwise.

3.4 Internal Bulk Mail Facility

When using the University of Tasmania's facility for sending an email to a large number (ie bulk) of internal recipients eg "all staff", the associated Guidelines must be complied with. Bulk emails are records and as such are required to be managed in accordance with University Records Management Policy, Procedure and Guidelines by the business unit responsible.

4 Responsibilities

The Chief Information Officer is responsible for the investigation and enforcement of this policy.

5 Definitions and Acronyms

<table>
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<tr>
<th>Term/Acronym</th>
<th>Definition</th>
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<tr>
<td>Electronic Message</td>
<td>Any message of communication sent or originating from an Electronic Messaging System.</td>
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<td>Electronic Messaging Systems</td>
<td>Any system managed or provided by the University of Tasmania to send or receive asynchronous or synchronous text messages via the Internet. For example, the Microsoft Exchange email system, Confluence Wiki, Web pages, Microsoft Skype for Business instant messaging, other Social Media platforms provided by the University (ie Yammer).</td>
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<tr>
<td>Internal recipients</td>
<td>Those people who have a University of Tasmania provided/managed email address.</td>
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<tr>
<td>Organisational Unit</td>
<td>Faculty, School, Centre, University Institute, other University Entity, Division, Section or University Business Enterprise.</td>
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<tr>
<td>Spam</td>
<td>Spam is an unsolicited or unrequested email message that advertises, sells or promotes a good or service. Education is a good or service.</td>
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6 Supporting Documentation
- Media and Communications Policy
- ICT Security Policy
- ICT Services and Facilities Use Policy
- ICT Access Control Policy
- Electronic Communications Procedure

7 Versioning

<table>
<thead>
<tr>
<th>Former Version</th>
<th>Version 1 - Electronic Communications Policy; approved December 2014 (amended April 2015)</th>
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<tr>
<td></td>
<td>Version 2 – Electronic Communications Policy; approved January 2016</td>
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<tr>
<td>Current Version</td>
<td>Version 3 – Electronic Communications Policy; approved September 2018</td>
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