
RESOURCE

Commercial and Internal Broadcast Email Guidance

The federal law known as CAN-SPAM (Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003) establishes strict protocols for sending unsolicited emails that are commercial in nature. The University's [Acceptable Use of Computing Services Policy](#) specifically prohibits using University systems to send unauthorized mass mailings and unsolicited advertising. Although emails within the Boston University community are unlikely to be regulated by these laws, they are subject to the University's policy on [Broadcast Email](#).

The law does not prohibit sending emails to individuals with whom the University already has a relationship (students, faculty, staff, and alumni, for example) that are about that relationship or that relate to an ongoing transaction.

EVERYONE

- **DO** consult the University's [Broadcast Email Policy and Guidelines](#) before sending email to a large group of the BU community (e.g., all freshmen, faculty and staff, alumni or parents).
- **DO** consider whether the widespread message you plan to send is commercial in nature, or whether it relates to an ongoing relationship or transaction.

DEPARTMENTS THAT SEND EMAIL THAT IS COMMERCIAL IN NATURE

- **DO** make sure the heading of the email is not misleading.
- **DO** clearly identify the email as being commercial.
- **DO** specify the physical and email address of the sender.
- **DO** provide an opportunity to unsubscribe or opt out of future mailings.
- **DO** consider whether your message is likely to go outside of the United States. Other countries regulate commercial email, including Canada.

END OF POLICY TEXT

Additional Resources Regarding This Policy

Related Policies and Procedures

- [Broadcast Email Policy and Guidelines](#)
- [Acceptable Use of Computing Services Policy](#)

Boston University Offices

[Information Services and Technology](#)

Contact [IS&T](#) if you need to send a broadcast email to a large segment of the BU community.