



MOHAMED BIN ZAYED  
UNIVERSITY OF  
ARTIFICIAL INTELLIGENCE

# Mass Email Policy

Mass\_Email\_Information\_Technology\_POL\_V1.0

August 2024

# Table of Contents

- 1. Policy Statement ..... 3
- 2. Purpose ..... 3
- 3. Scope..... 3
- 4. Policies and Procedures ..... 3
  - 4.1 Required Content for Mass E-Mail Messages: ..... 3
  - 4.2 Targeted Mass Electronic Mailings ..... 3
- 5. Definitions..... 4
- 6. References and Related Documents..... 4
- 7. Document Control Information..... 4

## 1. Policy Statement

MBZUAI's (Mohamed bin Zayed University of Artificial Intelligence) email system is not intended to mass-deliver messages related to non-university business. The University uses services and techniques to protect against malicious email, unsolicited "spam" advertising and targeted "phishing" scams. MBZUAI reserves the right to take appropriate action to protect its systems and users, including but not limited to blocking the delivery of mass emails and the sources that violate this policy.

All targeted mass emailing must be approved and processed using the guidelines described in this policy. Individual areas may apply more restrictive rules on the frequency, acceptable use, approval procedures, and recipients of campus communication.

## 2. Purpose

This policy provides guidance and procedures for mass email messages to the faculty, students, staff, and alumni community. A "mass email" is any single or group of identical mailings distributed to many individuals. This policy is not intended to interfere with collegiate communication.

## 3. Scope

Any faculty, student, or staff who initiates a mass email is accountable under this policy and all other related policies and is subject to potential disciplinary action, including termination of employment.

## 4. Policies and Procedures

### 4.1 Required Content for Mass Email Messages:

- 4.1.1 All MBZUAI mass email messages must include a university individual or group email address to which a reply can be easily generated.
- 4.1.2 The email must be sent from one of the approved category addresses, which campus recipients may use to organize or filter their email messages (see Appendix A).
- 4.1.3 Mass email is appropriate for information that pertains to the *majority of the recipients*, is *critical and/or time-sensitive*, and meets one or more of the following standards:
  - Alerts the campus community to situations about health and safety risks.
  - Provides information essential to the operation or execution of University business.
  - Notifies the campus community about changes in governance, policy, and practice.
  - Communicates essential information from the President, Provost, or other MBZUAI senior leadership.

### 4.2 Targeted Mass Electronic Mailings

- 4.2.1 A targeted group email allows MBZUAI persons and sections to send a single approved

Department	Information Technology	Approval Date	2024-09-09
Document Reference	Mass E-Mail _Information Technology_POL_V1.0	Revision Date	2026-08-09
Policy	Mass Email Policy	Policy Owner	Director of Information Technology

message to a specific group of people, such as faculty, students, or staff, who can be identified based on enterprise directory or other institutional database characteristics (see Appendix A).

4.2.2 The university President and Senior Management team members may send mass emails to faculty, students, and/or staff.

4.2.2.1 The hierarchy for final approval to send a mass email is as follows:

- Staff emails are with the President.
- Faculty and students are with the Provost.
- Alumni are with the Vice President of Public Affairs and Alumni Relations (PAAR).

4.2.3 Faculty and staff may request this service with the approval of their department/section leadership (e.g., the Chair) first and then the Provost or President, as appropriate.

4.2.4 Recognized student organizations/groups may request this service with the approval of the Provost.

4.2.5 Academic information may be e-mailed to groups of students with the approval of the Provost.

## 5. Definitions

Terminology	Definition
Business Owner	The person who controls the specific area of the business.
Distribution List	Lists all emails and ownership and permission rights within MBZUAI.
Enterprise Directory	The platform provides centralized authorization, roles, and group services.
Mass Email	An email that is created to send to a large group of recipients.
Permitted Sender	A list of people approved to send emails from a specific group email address.
Targeted Group	A particular group of people that the message is intended to reach.

## 6. References and Related Documents

Distribution List (Appendix A)

## 7. Document Control Information

Version number	File Name	Responsible Role	Comments	Date of change
V1.0	Mass E-Mail	Director of IT	First approved version	Aug 2024

Department	Information Technology	Approval Date	2024-09-09
Document Reference	Mass E-Mail _Information Technology_POL_V1.0	Revision Date	2026-08-09
Policy	Mass Email Policy	Policy Owner	Director of Information Technology

## 8. Approval List

Approval List: Mass E-Mail_DepName_POL_V0.1				
Sequence Number	Sequence Roles	Responsible Role	Comments	Date
1	Policy Owner	Director of IT (Information Technology)		2024-09-09
2	IEQA Review	Head of IEQA		2024-09-09
3	Legal Review	General Counsel		2024-08-06
4	Initiator	VP of Corporate Services		2024-08-05
5	Endorser	Director of Strategy & IEQA		2024-08-06
6	Approver	President		2024-09-09

## Appendix A – Email Lists and Owners

The list below details the business owner for a specific group email and permitted senders.

[Distribution List - June 2024.xlsx](#)

Department	Information Technology	Approval Date	2024-09-09
Document Reference	Mass E-Mail_Information Technology_POL_V1.0	Revision Date	2026-08-09
Policy	Mass Email Policy	Policy Owner	Director of Information Technology