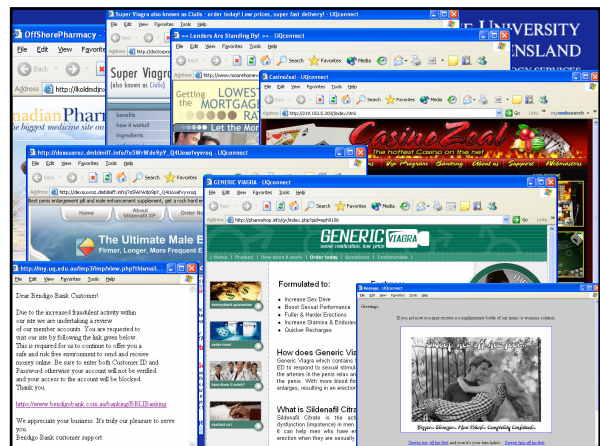


THE UNIVERSITY OF QUEENSLAND
INFORMATION TECHNOLOGY SERVICES

Can I email you please?

Claire Groves
Marketing & Communications Coordinator
Information Technology Services
The University of Queensland



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Today...

- Spam Act 2003
- Implications for universities
- Email marketing: best practices

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Spam Act 2003 ...

- 10 April 2004
- Prohibits sending of:
'unsolicited commercial electronic messages'

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Spam Act covers...

- email
- SMS
- MMS
- IM

Does not cover...

- fax
- telephone

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Commercial messages...

- Selling or advertising of goods or services

Includes messages with...

- Hyperlinks
- Contact Details

Even if there is no commercial purpose to the original email!

Australian Link...

Applies to messages

- originating in Australia
- originating overseas sent to an Australian address

A single message...

- No reference to bulk messaging

Harvesting...

- Harvesting prohibited
- Purchasing lists OK

Three key steps...

Messages can be legitimate!



• Consent



• Identify



• Unsubscribe

More information at www.dcita.gov.au/spam

Express Consent...



Direct indication that it is okay to send the message

Examples – Addressee has:

- subscribed to a mailing list
- ticked a box consenting to receive messages
- consented over the phone

Inferred Consent...



Based on a relationship with the person and their conduct

Examples – Addressee has:

- follow up communications
- day to day transactions
- published electronic address eg plumber
- a business card

NOT a relationship?

- One off transaction
eg, buying groceries,
attending a concert
- If not sure – seek consent

Someone else subscribe?

- NO consent
- Act applies

Identify...



- Clear and accurate information
about the person or organisation
responsible for sending the
commercial electronic message
- Third party
- Accurate for 30 days

Unsubscribe



- Unsubscribe facility in all
messages
- Need not be automated
- Act within 5 working days
- Available for 30 days

Exceptions...

- Educational institutions
(also government, charities,
political parties, religious orgs)
- Purely factual messages

Educational...

Consent & Unsubscribe do not apply

- Account holder is or has been
enrolled as a student
- Message relates to goods or
services supplied by university

Educational...

- Must still Identify
- Safety net provisions should not be relied upon routinely

Reporting Spam...

Australian Communications Authority
www.aca.gov.au

From Overseas...

- Forward message to
reportingspam@aca.gov.au
- Include header information

Australian spam...

- Contact business directly
 - unsubscribe or complain
- Complain to ACA
 - use online form
- Include header information

Action by ACA...

- Warning letter
- Direct business to comply with the Act
- Infringement notice
- Court order
- Penalties or orders to forfeit profits derived from spam

Implications for Universities...

- Types of audiences
 - Students
 - Staff
 - Other clients

Implications for Universities...

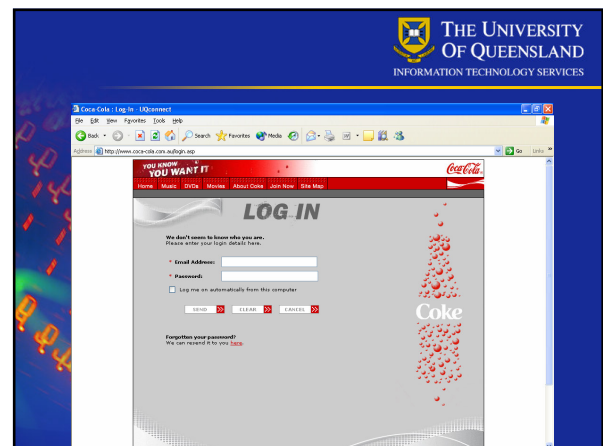
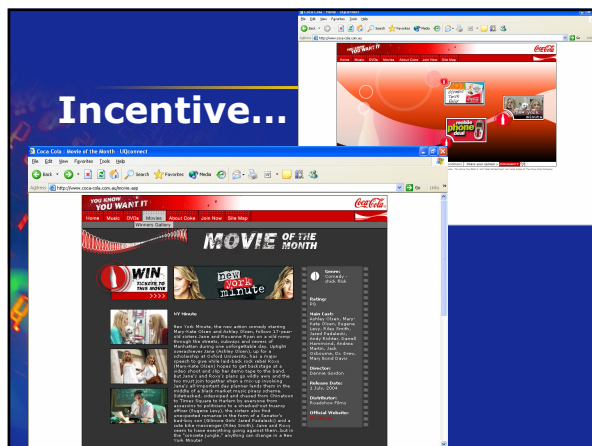
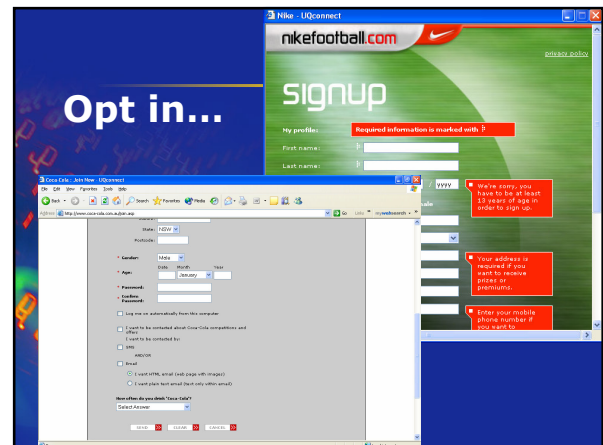
- Subject of message
 - Factual
 - Promotional
- Who is sending it?

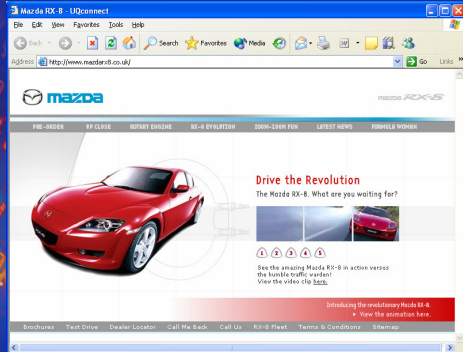
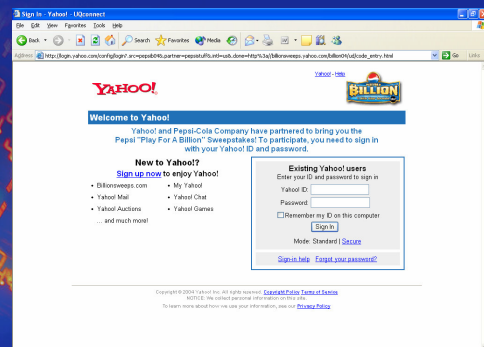
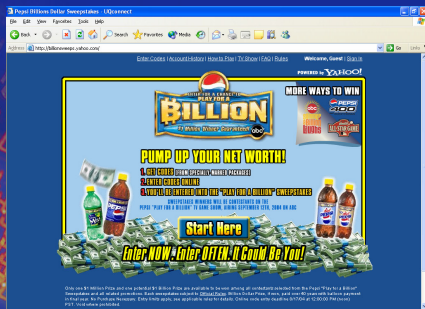
Permission Marketing...

- Contact customers only when they have explicitly asked for information to be sent

Permission Marketing...

- Alternative to 'Interruption'
- Customer provides opportunity to be marketed to
- Long term relationship
- Share of customer





Negative Opt-in Default Opt-in...

- UNcheck box NOT to receive messages
- 69% did not know they'd given permission
- Example: Air Canada

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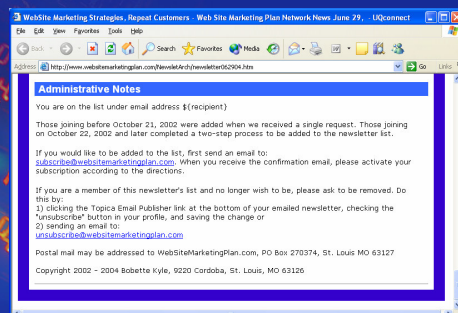
IMPORTANT: After you complete registration, you will immediately be sent a confirmation e-mail. Please click on the link in that e-mail as soon as possible to fully activate your account for site access.

Your browser MUST accept cookies in order to successfully register and log in. You may also need to adjust your firewall or browser security to register.

By registering, you agree to our Terms of Service

Double Opt-in...

- Subscribe then verify with email



Privacy...

- Don't ask for too much information
- Don't give to 3rd party!

Tonight between 7&8pm we will be drawing a member number and if it's your number you win **\$2,400 in cash.**

Privacy Policy...

Nike's Online Privacy Policy (Elsewhere)

Nike is committed to respecting the privacy rights of website visitors. We collect, protect and use information we receive from website visitors in accordance with our privacy policy.

Please note, that when you enter any NIKE sub-sites you agree to have their own privacy policies specific to those sites. We each have our own privacy policies.

What information do we collect?

How do we use your information?

How do we protect visitor information?

Do we use "cookies"?

Do we disclose the information we collect to outside parties?

How can you opt-out, remove, or modify information that we collect?

What information do we collect?

- We collect information from you when you register, sweepstakes, respond to a survey or communicate with us.

Do we disclose the information we collect to outside parties?

We do not sell, trade, or otherwise transfer to outside parties (not including NIKE companies) your personally identifiable information unless we provide you with advance notice. "Outside parties" does not include website hosting partners and us in operating our website, conducting NIKE's business, or servicing you, so long as we keep this information confidential. We may also release your information when we believe it is necessary to comply with the law, enforce our site policies, or protect ours or others' safety.

We may transfer your personally identifiable information to NIKE in the USA for:

where there are procedures and policies in place to safeguard your privacy.

Non-personally identifiable visitor information in aggregate form may be provided to marketing, advertising, or other uses.

How can you opt-out, remove or modify information you have provided to us?

To modify or remove the information you have provided to us in the registration process, please log in to your account and modify your preferences in the "My Account" section of the site. To modify or completely opt-out of receiving NIKE e-communication please let us know by modifying your preferences in the "My Account" section of the site. Due to production schedules you may still receive any e-mail or other mail from NIKE.

Note that if you request your account information to be deleted from our database

Questions...