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	<b>EMAILS POLICIES</b>		

REVISION HISTORY			
REV	Description of Change	Author	Effective Date
V.1.0	Policy on Emails	Lagna Pany	2007
Rev.:1.2	New additions- Purpose of the Policy and usage of standard format for Email signature and disclaimer.	Manasi Das	25-Jan-2012
Rev.:1.3	New additions- “Out of Office” message, Privileges on sending emails to group email ids, attachment size limitation, Emails monitoring and enforcement.	Manasi Das	20-Mar-2013
Rev.:1.4	New additions (Point No.-5.) <ul style="list-style-type: none"> <li>Group Email ID accessibility (who are allowed and who are blocked)</li> <li>Approval process for using Group email ID</li> <li>Process for Creation of new Group Email IDs</li> <li>Process for Modification/Deletion of Group Email ID</li> </ul>	Manasi Das	04-Sep-2014

REFERENCE DOCUMENTS	
Document Number	Document Title

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## 1. PURPOSE:

The purpose of this policy is to ensure proper use of “CSM’s” E-mail system and make users aware of what the Company deems as acceptable and unacceptable use of its email system. The Company reserves the right to amend this policy at its discretion. In case of amendments, users will be informed appropriately.

## 2. SCOPE:

This policy covers appropriate use of any email sent from a CSMPL email address and applies to all employees of CSM including those on probation, training and contract basis.

## 3. EMAIL SIGNATURE & DISCLAIMER

Your email signature, often called a signature block, is your way of efficiently conveying all necessary contact information to each person you email. No business should be without a professional email signature. They often serve as effective marketing pieces. Most importantly they make it easy for recipients/clients to reach you. We should not use any personal signature or message in it.

A standard eMail signature format to be used in all official emails (New/Reply/Forward) as per the Emails Policy.

A standard disclaimer (confidentiality statement) below to your signature is also mandatory for all new eMails (External/Internal).


**Note:** Please refer the policy “**Emails Signature**” uploaded in Employee Handbook to know the detailed usage of email signature and disclaimer.

## 4. OUT OF OFFICE (AUTO REPLY MESSAGE):

Users, who are out of office (On Leave / Tour), need to activate the option– “Out-Of-Office Message ” in Outlook following the mentioned steps :

1. Select “Tools”——>Select “Out of Office Assistant” from the menu.
2. Select “Send Out of office auto-replies”
3. Type a short message under “Inside my organization” or “Outside my organization”
4. Select the date range.
5. Click OK.

On resuming duty, User has to ensure that the “Auto reply” message is deactivated.

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## 5. GROUP EMAIL ID:

### 5.1 Accessibility of Group Email IDs:

Group Email ID is considered as the simplest method for sending one email to multiple users at a time. It supports large-scale e-mail communications within groups or units, including surveys, announcements, notifications, etc.

Sending emails to restricted Group Email ID requires authorization from HRD. Hence, it is the responsibility of the Sender/Requestor of a Group e-mail to obtain the necessary approval from HRD to send emails.

Few restricted Group Email ID is listed below which requires authorization:


Group Mail IDs	Allowed to	Blocked for
<a href="mailto:csmfamily@csmpl.com">csmfamily@csmpl.com</a>	CEO, AVP, Program Managers, HRD	All (Access can be given upon approval if required)
<a href="mailto:ebg@csmpl.com">ebg@csmpl.com</a>	CEO	All (Access can be given upon approval if required)
<a href="mailto:bss@csmpl.com">bss@csmpl.com</a>	CEO, AVP, HRD, Program Managers, BSS-PMs & APMs,	All (Access can be given upon approval if required)
Other group email Ids	As per requirements	As per the authorization.

### 5.2 Request for Creating New Group Email ID:

From the organization's administrative point of view, Group emails should be created for each Dept. & Section upon approval of HOD of that respective Section/Dept..

However, the group email ID is not required in case the Section has very few members or they do not have the concept of head for that particular section.

Group Email ID	Concerned Authority for Approval
Department Group Email ID	Concerned HOD
Section Group Email ID	Concerned HOD
Committee group email ID	IT Manager can take the approval from CEO in case of any concern/issues.

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### 5.3 Authorization process for Creating New Group Email ID other than Dept./Sec.:

Any new request for Group Email Id Creation has to reach IT Manager with the prescribed format given below. As per the above mentioned Para the authorized personnel need to submit with proper approval.

Group email	Needs the approval of	Purpose	Sender List	Recipient List	Expiry Date / Validity	Mode	Requester
Group Email ID	RA	For what purpose the Group ID to be created/ removed/ blocked	List of Senders who can send mails to the mentioned Group ID	Who are the users will receive emails from this group email ID. It can be all, it can be department specific, project specific, committee specific etc..	Expiry date if any in case of temporary group ID	Communication from inside / outside / both	Name of the requesting person.


### 5.4 Modification/Deletion Process for Group Email ID:

Any change request has to reach IT Manager for Modification/Deletion process with proper approval.

## 6. E-MAIL POLICIES :

### 6.1 Use a meaningful subject.

Try to use a subject that is meaningful to the recipient as well as yourself. For instance, when you send an email to a company requesting information about a product, it is better to mention the actual name of the product, e.g. 'Product X information' than to just say 'product information' or the company's name in the subject.

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6.1.1 **New Email:** All the emails should have a “Subject line” and the Subject line should be meaningful as per the content of the email. We should not send any e-mail without Subject Line.

6.1.2 **Replies/Forward:** All Reply and Forward emails should retain the original Subject line. However, any additional information can be added in the Subject line after the original Subject line separating with special character such as | (Pipe), - (Hyphen), () (Bracket) etc.

## 6.2 Do not attach unnecessary files.

By sending large attachments you can annoy customers and even bring down their e-mail system. Wherever possible try to compress attachments and only send attachments when they are productive. Moreover, you need to have a good virus scanner in place since your customers will not be very happy if you send them documents full of viruses!

## 6.3 Message Size Limit

Attachment size is restricted as per User’s privileges. Also the extension files like (.exe or .bat) are restricted in attachment.

Users	Attachment Size
Manager & Above	Up to 10 Mb
Rest Users	Up to 4 Mb

## 6.4 Use proper spelling, grammar & punctuation


Read the email before you send it. This is important because improper spelling, grammar and punctuation gives a bad impression of your company and it is also important for conveying the message properly.

E-mails with no full stop-s or commas are difficult to read and can sometimes even change the meaning of the text. And, if your program has a spell checking option, why not use it?

## 6.5 Be concise and to the point.

Do not make an e-mail longer than it needs to be. Remember that reading an e-mail is harder than reading printed communications and a long e-mail can be very discouraging to read.

## 6.6 Answer all questions, and pre-empt further questions.

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An email reply must answer all questions, and pre-empt further questions – If you do not answer all the questions in the original email, you will receive further e-mails regarding the unanswered questions, which will not only waste your time and your customer's time but also cause considerable frustration.

Moreover, if you are able to pre-empt relevant questions, your customer will be grateful and impressed with your efficient and thoughtful customer service.

#### **6.7 Make it personal.**

Not only should the e-mail be personally addressed, it should also include personal i.e. customized content. For this reason auto replies are usually not very effective. However, templates can be used effectively in this way, see next tip.

#### **6.8 Use templates for frequently used responses.**

Some questions you get over and over again, such as directions to your office or how to subscribe to your newsletter. Save these texts as response templates and paste these into your message when you need them.

You can save your templates in a Word document, or use pre-formatted emails. Even better is a tool such as Reply Mate for Outlook (allows you to use 10 templates for free).

#### **6.9 Answer swiftly.**


Customers send an e-mail because they wish to receive a quick response. If they did not want a quick response they would send a letter or a fax. Therefore, each e-mail should be replied to within at least 24 hours and preferably within the same working day. If the email is complicated, just send an acknowledgement email saying that you have received it and that you will get back to them (with a timeline). This will put the customer's mind at rest and usually customers will then be very patient!

#### **6.10 Use proper structure & layout.**

Since reading from a screen is more difficult than reading from paper, the structure and lay out is very important for e-mail messages. Use short paragraphs and blank lines between each paragraph. When making points, number them or mark each point as separate to keep the overview.

#### **6.11 Do not overuse the high priority option.**

We all know the story of the boy who cried wolf. If you overuse the high priority option, it will lose its function when you really need it. Moreover, even if a mail has high priority, your message will come across as slightly aggressive if you flag it as 'high priority'.

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#### **6.12 Do not write in CAPITALS.**

IF YOU WRITE IN CAPITALS IT SEEMS AS IF YOU ARE SHOUTING. This can be highly annoying and might trigger an unwanted response in the form of a flame mail. Therefore, try not to send any email text in capitals.

#### **6.13 Don't leave out the message thread.**

When you reply to an email, you must include the original mail in your reply, in other words click 'Reply', instead of 'New Mail'. A 'thread less email' will not provide enough information and you will have to spend a frustratingly long time to find out the context of the email in order to deal with it. It will save the recipient much more time and frustration in looking for the related emails in their inbox!

#### **6.14 Do not overuse Reply to All.**

Only use Reply to All if you really need your message to be seen by each person who received the original message.

#### **6.15 Use cc: field sparingly.**


Try not to use the cc: field unless the recipient in the cc: field knows why they are receiving a copy of the message. Using the cc: field can be confusing since the recipients might not know who is supposed to act on the message. Also, when responding to a cc: message, should you include the other recipient in the cc: field as well? This will depend on the situation. In general, do not include the person in the cc: field unless you have a particular reason for wanting this person to see your response.

#### **6.16 Mailings > use the Bcc: field or do a mail merge.**

When sending an email mailing, some people place all the email addresses in the To: field. There are two drawbacks to this practice: (1) the recipient knows that you have sent the same message to a large number of recipients, and (2) you are publicizing someone else's email address without their permission. One way to get round this is to place all addresses in the Bcc: field. However, the recipient will only see the address from the To: field in their email. You could include the mailing list email address in the To: field, or even better, if you have Microsoft Outlook and Word you can do a mail merge and create one message for each recipient. A mail merge also allows you to use fields in the message so that you can for instance address each recipient personally. For more information on how to do a Word mail merge, consult the Help in Word.

#### **6.17 Take care with abbreviations and emoticons.**

In business emails, try not to use abbreviations such as BTW (by the way) and LOL (laugh out loud). The recipient might not be aware of the meanings of the abbreviations

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and in business emails these are generally not appropriate. The same goes for emoticons, such as the smiley :-). If you are not sure whether your recipient knows what it means, it is better not to use it.

#### **6.18 Be careful with formatting.**

Remember that when you use formatting in your emails, the sender might not be able to view formatting, or might see different fonts than you had intended. When using colors, use a color that is easy to read on the background.

#### **6.19 Take care with rich text and HTML messages.**

Be aware that when you send an email in rich text or HTML format, the sender might only be able to receive plain text emails. If this is the case, the recipient will receive your message as a .txt attachment. Most email clients however, including Microsoft Outlook, are able to receive HTML and rich text messages.

#### **6.20 Do not request delivery and read receipts.**

This will almost always annoy your recipient before he or she has even read your message. Besides, it usually does not work anyway since the recipient could have blocked that function, or his/her software might not support it, so what is the use of using it? If you want to know whether an email was received it is better to ask the recipient to let you know if it was received.

#### **6.21 Do not ask to recall a message.**

Biggest chances are that your message has already been delivered and read. A recall request would look very silly in that case wouldn't it? It is better just to send an email to say that you have made a mistake. This will look much more honest than trying to recall a message.

#### **6.22 Do not use emails to discuss confidential information.**


Sending an email is like sending a postcard. If you don't want your email to be displayed on a bulletin board, don't send it.

#### **6.23 Use active instead of passive.**

Try to use the active voice of a verb wherever possible. For instance, 'We will process your order today', sounds better than 'Your order will be processed today'. The first sounds more personal, whereas the latter, especially when used frequently, sounds unnecessarily formal.

#### **6.24 Avoid using URGENT and IMPORTANT.**



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Even more so than the high-priority option, you must at all time try to avoid these types of words in an email or subject line. Only use this if it is a really, really urgent or important message.

#### **6.25 Avoid long sentences.**

Try to keep your sentences to a maximum of 15-20 words. Email is meant to be a quick medium and requires a different kind of writing than letters. Also take care not to send emails that are too long. If a person receives an email that looks like a dissertation, chances are that they will not even attempt to read it!

#### **6.26 Don't send or forward emails containing libelous, defamatory, offensive, sexiest, racist or obscene remarks.**

By sending or even just forwarding one libelous, or offensive remark in an email, you and your company can face court cases resulting in multi-million dollar penalties. Hence, never make any libelous, sexist or racially discriminating comments in emails, even if they are meant to be a joke.

#### **6.27 Don't forward virus hoaxes and chain letters.**

If you receive an email message warning you of a new unsable virus that will immediately delete everything from your computer, this is most probably a hoax. By forwarding hoaxes you use valuable bandwidth and sometimes virus hoaxes contain viruses themselves, by attaching a so-called file that will stop the dangerous virus. The same goes for chain letters that promise incredible riches or ask your help for a charitable cause. Even if the content seems to be bona fide, the senders are usually not. Since it is impossible to find out whether a chain letter is real or not, the best place for it is the recycle bin.


#### **6.28 Keep your language gender neutral.**

In this day and age, avoid using sexist language such as: 'The user should add a signature by configuring his email program'. Apart from using he/she, you can also use the neutral gender: 'The user should add a signature by configuring the email program'.

#### **6.29 Don't reply to spam.**

By replying to spam or by unsubscribing, you are confirming that your email address is 'live'. Confirming this will only generate even more spam. Therefore, just hit the delete button or use email software to remove spam automatically.

#### **6.30 Unacceptable uses include, but are not limited to, the following:**

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6.30.1 Using the e-mail for any purpose that violates Law of the Land or CSM policy.

6.30.2 Use of electronic mail inconsistent with CSM's Acceptable Use policies.

6.30.3 Using e-mail for commercial (Not related to CSM) purposes.

6.30.4 Misrepresenting your identity in e-mail communications.

6.30.5 Sending patently harassing, intimidating, abusive, or offensive material to or about others.

6.30.6 Intercepting, disrupting, or altering electronic communications packets.

6.30.7 Using someone else's identity and password.

6.30.8 Use of the employment title or GroupWise signature in private communications.

6.30.9 Causing congestion on the network by propagating chain letters, broadcasting inappropriate messages to lists or individuals, or using an excessive amount of data storage in the e-mail.

6.30.10 Using GroupWise resources for political activities, including organizing or participating in any political meeting, rally, demonstration, soliciting contributions or votes, distributing material, surveying or polling for information connected to a political campaign, completing political surveys or polling information, and any other activities prohibited under the Law.


6.30.11 Assigning a priority of "high" to a mass mailing

### 6.31 Prohibited Use:

CSM's email system shall not to be used for the creation or distribution of any disruptive or offensive messages, including offensive comments about race, gender, hair color, disabilities, age, sexual orientation, pornography, religious beliefs and practice, political beliefs, or national origin. Employees who receive any emails with this content from any CSM employee should report the matter to their RA immediately.

### 6.32 Personal Use:

Using a reasonable amount of CSM resources for personal emails is acceptable, but non-work related email shall be saved in a separate folder from work related email. Sending chain letters or joke emails from a CSM email account is prohibited. Virus or other malware warnings and mass mailings from CSM shall be approved by appropriate

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Authority before sending. These restrictions also apply to the forwarding of mail received by a CSM employee.

## 7. MONITORING:

CSM employees shall have no expectation of privacy in anything they store, send or Receive on the company's email system. CSM may monitor messages without any prior notice.

## 8. ENFORCEMENT:

Any employee found to have violated this policy may be subject to disciplinary action, up to and including termination of employment.

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