

## Gateway for Mass e-Mailing

### 1) Service Descriptions:

The Gateway for Mass e-Mailing (hereafter referred to as the gateway) provides an outgoing SMTP server for departments with justified needs to send massive individual e-mail messages to external contacts' e-mail addresses for departmental official matters.

### 2) Service Usage Policies:

- a. The gateway is NOT for sending announcement to current CityUHK staff and students, for which purpose departments should use the formal tool – the CityUHK Announcement Portal (CAP).
- b. By using the gateway, department shall agree to comply with this document, the University's "Mass Communication and Social Computing Regulations" ([https://wikisites.cityu.edu.hk/sites/upolicies/itpolicy/Wiki%20Pages/\(2\)%20Mass%20Communication%20and%20Social%20Computing%20Regulations.aspx](https://wikisites.cityu.edu.hk/sites/upolicies/itpolicy/Wiki%20Pages/(2)%20Mass%20Communication%20and%20Social%20Computing%20Regulations.aspx))" and other prevailing CityUHK policies, guidelines and regulations.
- c. Use of the gateway will be suspended or terminated by the CSC without prior notice to department whenever there is any suspected misuse or concern which may incur liability to the University, damage the reputation of the University, jeopardize the integrity of the service, impact other IT services of the University, etc. The CSC will not be responsible for any data loss arisen from such service suspension or termination.
- d. Continual provision of the gateway to department is subject to annual review based on its efficacy to departments, CSC's support effort, complaints from or negative actions taken or to be taken by e-mail recipients and their respective e-mail service providers, regulatory changes, etc.

### 3) Responsibilities of Department:

A department must read, understand, and agree in full to the following responsibilities to be borne by the department before considering using the gateway.

- a. Further to a blanket service application (see Section 6), please inform the CSC at least two working days prior to mass e-mailing by sending an e-mail message to the

CityUHK Postmaster ([postmaster@cityu.edu.hk](mailto:postmaster@cityu.edu.hk)) and providing the following information so that we can help observe the SMTP server performance.

- Person responsible - name, e-mail address and phone number
  - Total number of recipients
  - Date and time to start sending and estimated time to finish
  - IP address of PC from which the email sending will be initiated (PC registered in Section 6e).
- b. The gateway is only a tool for sending mass e-mail. The department is responsible for setting up the e-mail application for sending mass e-mail, and its security and reliability at all time.
- c. The department is responsible for:
- The e-mail content
  - The accuracy of the e-mail addresses, their proper and timely update in order to comply with the regulatory requirements of the Unsolicited Electronic Messages Ordinance (UEMO), [http://www.ofca.gov.hk/en/consumer\\_focus/uemo/](http://www.ofca.gov.hk/en/consumer_focus/uemo/).
  - Minimizing the recipient list
  - Minimizing the size of e-mail message
  - Generously spacing out the time for sending each e-mail message and randomizing recipients' e-mail addresses (as massive e-mail being sent to the same receiving e-mail server within a short time may be treated as spam e-mail and all be rejected. Subsequent attempts to send the email will cause congestion at the CityUHK side and further delay mail sending)
- d. Some best practice on using the service is provided in Section 4.
- 4) Best Practice:
- a. Put the departmental e-mail address or e-mail address of the event in "From" field. Any malicious or anonymous address may be considered as misuse of the gateway.
  - b. The "Subject" field should clearly highlight the purpose of the e-mail.
  - c. Recipient lists should be put in "Bcc" field to (i) avoid disclosure of recipients e-mail addresses which may have privacy concern, and (ii) avoid listing of lengthy e-mail address in recipients' e-mail.
  - d. The department should keep the e-mail message concise. Avoid attaching file to e-mail, instead use hyperlink to point to detailed or lengthy information in order to eliminate attachments from being repeatedly embedded within each e-mail message.
  - e. The department must note that different e-mail providers/organizations have

different thresholds for spam e-mail control (e.g. the number of e-mail received within one minute), providers/organizations may sometimes incorrectly blacklist legitimate senders when thresholds are reached/exceeded causing e-mail delivery to stop without prior notice to the sender.

5) Using the Gateway:

- a. IP address(es) of departmental PC(s) must be pre-registered with the CSC. Any connection to the gateway from non-registered IP address(es) will be rejected.
- b. The name of the gateway (SMTP server) is smtp40.cityu.edu.hk.
- c. To minimize the chance of the gateway (smtp40.cityu.edu.hk) being incorrectly blacklisted by recipients' email sites, we have to limit the maximum number of e-mail that can be sent to the gateway per minute to 300.
- d. To minimize the chance of the gateway (smtp40.cityu.edu.hk) being incorrectly blacklisted by recipients' email sites and to reduce the number of email needed to be resent due to whatever reasons, the maximum number of recipients per e-mail is limited to 500.

6) Application for Use of the Service:

A department should raise a CSC Work Request to apply for the use of the Mass e-Mail Service which is subject to annual renewal, and provide the following information:

- a. Names of two full-time CityUHK staff responsible for liaising with the CSC, one serves as the primary contact and the other one the secondary contact (e.g. when the primary contact is on leave)
- b. Justification for use of the service
- c. Frequency of use or yearly schedule
- d. Average number of recipients per mass e-mailing
- e. IP address(es) of campus PC(s) (2 staff PCs at most) to be registered for sending mass e-mail