



<b>Title: Email Usage Policy</b>	<b>Policy Use: Internal</b>
<b>Department: Communications</b>	<b>Policy Number: EUP-3</b>
<b>Approval Date: July 16, 2019</b>	<b>Implementation Date: July 16, 2019</b>
<b>Schedule Review Date: July 14, 2020</b>	<b>Actual Review Date:</b>

## **Policy Brief & Purpose:**

Our Town of Victoria (TOV) email usage policy helps the Mayor, Deputy Mayor, Councilor/s, Staff, Department/s of Council use their town email addresses appropriately and for the purpose of business related directly to the Town of Victoria. Email is essential to our everyday communications. We want to ensure that everyone who is affiliated with the TOV understand the limitations of using their email accounts. Personal Email Accounts will not be used to send or receive information relating to the Council related business.

Our goal is to protect our confidential data from breaches and safeguard our reputation and technological property.

## **Scope:**

This policy applies to the Mayor, Deputy Mayor, Councilors, Staff and Department/s of Council who are assigned (or given access to) a TOV email or one that is exclusively used for town related business, (i.e.: vvfd1975@nf.aibn.com). This email may be assigned to an individual (e.g. employeename@companydomain) or department (e.g. hr@companydomain.com.)

## **Policy Elements:**

TOV emails are powerful tools that help everyone in their jobs. Everyone should use their town email primarily for council related purposes. However, we want to provide everyone with some freedom to use their emails for personal reasons. We will define what constitutes appropriate and inappropriate use.

## **Inappropriate use of Town of Victoria email:**

Individuals represent our town whenever they use their town email address. They must not:

- Sign up for illegal, unreliable, disreputable or suspect websites and services.
- Send unauthorized marketing content or solicitation emails.
- Register for a competitor's services unless authorized.
- Send insulting or discriminatory messages and content.
- Intentionally spam other people's emails, including their coworkers.

## Appropriate use of Corporate email:

Individuals are allowed to use their town email for town-related purposes without limitations. For example, individuals can use their email to:

*“Communicate with current or prospective customers and partners. Log in to purchase software they have legitimate access to. Give their email address to people they meet at conferences, career fairs or other corporate events for business purposes. Sign up for newsletters, platforms and other online services that will help them with their jobs or professional growth.”*

- **CC:** Stands for carbon copy which means that whose address appears after the **CC:** header would receive a copy of the message. Also, the **CC** header would also appear inside the header of the received message. When a person is **CC**, please do not “respond to all”, only respond to the person who sent the email if requested. Many use **CC** as a forum for information only.
- **BCC:** Stands for blind carbon copy which is similar to that of **CC** except that the Email address of the recipients specified in this field do not appear in the received message header and the recipients in the **To** or **CC** fields will not know that a copy sent to these address. **The BCC field is used when the sender wants to send an email to multiple recipients but do not want any of them to know about the other people whom the email has been sent.** An inappropriate use of **BCC** is to share a private conversation between two individuals. **BCC is strictly prohibited between Mayor, Councilor/s, Staff, and Department/s of Council.**

## Personal Use:

Mayor, Deputy Mayor, Councilors, Staff and Department/s can use their corporate email for some personal reasons. For example, employees can use their corporate email to:

- Register for classes or meetings. Send emails to friends and family as long as they don't spam or disclose confidential information. Download ebooks, guides and other content for their personal use as long as it is safe and appropriate.

Individuals **must** always adhere to this policy, in addition to our Municipal Information & Privacy Policy and Social Media Policy and Oath of Confidentiality.

## Email Security:

Email is often the medium of hacker attacks, confidentiality breaches, viruses and other malware. These issues can compromise our reputation, legality and security of our equipment.

Individuals must:

**Select strong passwords with at least eight characters (capital and lower-case letters, symbols and numbers) without using personal information (e.g. birthdays.) Remember passwords instead of writing them down and keep them secret. Change their email password every six months.**

Also, individuals should always be vigilant to catch emails that carry malware or phishing attempts. We instruct individuals to:

*Avoid opening attachments and clicking on links when content is not adequately explained (e.g. “Watch this video, it’s amazing.”) Be suspicious of clickbait titles. Check email and names of unknown senders to ensure they are legitimate. Look for inconsistencies or style red flags (e.g. grammar mistakes, capital letters, excessive number of exclamation marks.)*

We remind all Councilors, Staff & Departments to keep their anti-malware programs updated.

## **Email Signature:**

We encourage individuals to create an email signature that exudes professionalism and represents our town well. Here’s a template of an acceptable email signature:

[Councillor/Employee Name]

[Councillor/Employee Title], / [Town Name with link]

[Phone number] / [Town Address]

Mayor, Deputy Mayor, Councilors, Staff and Department/s may also include professional images, company logos and work-related videos and links in email signatures. If they are unsure how to do so, they can ask for help from our Town Clerk Manager or their supervisor.

## **Disciplinary Action:**

Failure to comply with any aspect of this policy will not be tolerated and acts of insubordination may subject a Mayor, Deputy Mayor, Councillor/s, Employee/s and Department/s of Council to disciplinary action up to and including termination, and/or to discipline, legislative obligations & implications under the ATIPPA - Offence Section 115. (1).

Example reasons for termination are:

- Using a corporate email address to send confidential data without authorization. Sending offensive or inappropriate emails to our customers, colleagues or partners. Using a corporate email for an illegal activity.

**Addendum A: Acknowledgement of Official Use by Authorized Town Officials**

A. I, \_\_\_\_\_, acknowledge that I received a copy of  
(Print Name)  
the Town of Victoria Email Usage Policy on (Date)\_\_\_\_\_.

B. I have been given an opportunity to ask questions about said policy and I have been provided with satisfactory information in response to my questions;

C. I understand the language used in this policy;

D. I acknowledge that the town reserves the right to add, amend or discontinue any of the provisions of this policy for any reason or none, in whole or in part, at any time, with or without notice;

F. I acknowledge that I understand this policy and I agree that I will comply with all its provisions.

Mayor, Deputy Mayor, Councilors, Staff and Department/s:

Print Name: \_\_\_\_\_

Town Official's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Witnessed: \_\_\_\_\_