#### Effective Email Management Rules

**Management**

1. Strategic E-mail Management Reduces Liabilities
2. Manage Employees’ Email Use (Legal Issues)
3. Email Belongs to the Employer, Not the Employee

**Designing and Implementing Effective Email Policies**

1. E-mail Can Come Back to Haunt You
2. There Is No One-Size-Fits-All E-mail Policy (E-Mail Privacy)
3. Control Risk by Controlling Content.
4. Establish and Enforce rules of Online Etiquette
5. Apply E-Mail Rules Consistently – from Summer Interns to the CEO
6. Impose Policies and Procedures to Control LISTSERV Participation and Content
7. Don’t Leave Home without E-Mail Policies and Procedures
8. Rules Exist for Businesses That Want to Remain in Business

**Retaining E-Mail Business Records**

1. Treat Email as a Business Record
2. Retain Business Record E-Mail According to Written and Enforced Retention Rules
3. Apply Retention Principles to Email Records
4. E-Mail Retention Periods May Be Determined by Regulatory Bodies (SEC NASD)
5. Don’t Be Set-Up by Backup
6. E-mail Rules Apply to Automation, too
7. Assess the Legal and Business Ramifications Before Moving E-Mail Off Site
8. Make E-Mail Retention Simple for Employees

**Email Business Records as Evidence**

1. Prepare to Produce E-Mail for Audits, Investigations, or Lawsuits
2. Manage E-Mail Business Records to Ensure Accuracy and trustworthiness
3. Manage E-Mail in Anticipation of Litigation, Audits, and Investigations.
4. It’s Illegal to Destroy E-Mail Evidence After You Have Received Notice of a Lawsuit or During a Trial
5. E-Discovery is Inevitable – Be Prepared
6. Plan today to meet he Challenges of Litigation, Audits, and Investigations Tomorrow

**E-Mail Security**

1. Develop Policies and Procedures to Secure E-Mail
2. Strategic E-Mail Security Involves Physical and Network Security
3. Inbound Message and Attachment Content Is Critical to Email Security
4. Outbound E-Mail Is Critical to E-Mail Security
5. Develop Policies and Procedures to Ensure That Your E-Mail System Is Secure
6. Address the Sending, Forwarding, and Forwarding, and Receiving of Spam in Your E-Mail Policy

**Managing Alternative Communication Technologies**

1. Retain and Manage Business records Created by Alternative Communications technologies (i.e. Instant Messaging)
2. Establish E-Rules and training for Alternative Technologies
3. Combine Employee Rules with Network Administration Techniques to Limit Risks
4. Apply E-Mail Rules to Nontraditional Use and technologies

**Employee Education**

1. Train, Train, Train Train and Train some more
2. Employee Compliance Is Key to E-Risk Management Success