



# E-Mail Rules: Managing Policies, Security, and Legal Issues for E-Mail and Digital Communication (2 Days) ST00113

**COURSE GOAL:** The authoritative guide to e-mail management and electronic retention.

**PREREQUISITES:** None

**LEARNING OBJECTIVES:**

Upon completion of this course the student will be able to:

- Use technology, policy, and employee training to minimize the loss of data.
- Create enterprise-wide retention rules for the saving and disposal of messages.
- Gain control of transmission and ensure a secure electronic environment.
- Develop strategies for related technologies like instant messaging, list serves, and online chat.

**KEY TOPICS:**

**I. The Case for E-Mail Management:**

- A. Introduction
- B. Strategic E-Mail Management Reduces Liability
- C. Real-World Legal Issues
- D. Manage Employees E-Mail Use
- E. E-Mail Ownership and Cyber theft

**II. Designing and Implementing Effective E-Mail Policies:**

- A. Why Implement E-Mail Policies?
- B. E-Mail Privacy
- C. E-Mail Content
- D. Netiquette
- E. Special Netiquette Considerations for Managers
- F. LISTSERV Policy
- G. Corporate Road Warriors
- H. Failure to Establish or Enforce Policy

**III. Retaining E-Mail Business Records:**

- A. Retaining Business Records: The Legal Foundation for E-Mail Management
- B. E-Mail Business Record Retention
- C. Developing Retention Rules
- D. SEC and NASD Regulations
- E. Record Retention Versus Backup Tapes or Stored E-Mail
- F. Software Solutions

- G. Outsourcing E-Mail Storage and Retention
- H. Educating Employees About E-Mail Retention

#### **IV. E-Mail Business Records as Legal Evidence:**

- A. E-Mail Business Records as Legal Evidence
- B. Records Management
- C. E-Mail Discovery
- D. Destruction of Evidence
- E. Discovery Rules for Employees
- F. Creating an E-Discovery Response Strategy

#### **V. E-Mail Security:**

- A. E-Mail Security
- B. Physical and Network Security
- C. Content Security – Inbound
- D. Content Security – Outbound

#### **VI. Mixed Messages: Managing Alternative Communications Technologies:**

- A. Instant Messaging
- B. Other Communications Technologies
- C. Peer-to-Peer File Networking Technology
- D. E-Mail Variations

#### **VII. Employee Education**

- A. Training Is Key to E-Risk Management Success
- B. Train, Train, Train...Then Train Some More
- C. Instilling a Sense of Ownership in Employees
- D. Employee Compliance is Key to E-Risk Management Success