



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

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. Real-World Legal Issues
- C. 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
- E. Email System Security
- F. Spam

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. Instilling a Sense of Ownership in Employees