University Electronic Signature and Use

Authority for Procedure granted by UWG PL #1003 Online Resource Ownership, Control, and Use.

The University of West Georgia (UWG) recognizes electronic mail (email) as the primary means of communication both within UWG and externally with the public. This procedure aims to describe the permitted uses of University email and is not meant to supersede or replace but should be read together with other University policies and procedures. See UWG PL #1003 associated procedure, Use of University Mass Email System for more details relevant to the use of email.

Compliance with this procedure helps UWG to achieve the following:

1. Promote UWG’s brand by allowing employees to easily incorporate our brand into everyday correspondence in a consistent layout,
2. Improve the successful delivery of University communications to all faculty, staff, and students, and
3. Reduce the risk of University data classified as confidential, sensitive, or containing Personally Identifiable Information (PII) going through email systems not managed by the University.

This procedure applies to @westga.edu accounts used for University business and by individuals using UWG computing resources. Use of University computer and network resources constitutes acceptance of this procedure.

A. Signature Elements

UWG Electronic Signatures (E-Signature) are created and populated by an automatic E-Signature Builder. The builder adds the appropriate logo/brand elements, formatting, disclaimer, etc.
1. **Required Identification Elements - Original Message**

The approved and required signature elements, in the appropriate order are as follows:

- Full Name
- Job title *(may immediately follow name if preferred)*
- School/College/Unit/Department *(as applicable)*
- University of West Georgia
- Street address, city, state, zip *(OPTIONAL if it is 1601 Maple Street)*
- Direct Business telephone number
- Confidentiality Statement: "This e-mail is intended solely for the addressee and may contain confidential information. If you are not the addressee, please do not save, print, or retransmit, except to return to the sender."

**Example - Basic Signature**

<table>
<thead>
<tr>
<th>John Smith, Jr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Assistant</td>
</tr>
<tr>
<td>Department of Research</td>
</tr>
<tr>
<td>University of West Georgia</td>
</tr>
<tr>
<td>1601 Maple Street, Carrollton, GA 30118</td>
</tr>
<tr>
<td>Phone: 678-839-xxxx</td>
</tr>
</tbody>
</table>

This e-mail is intended solely for the addressee and may contain confidential information. If you are not the addressee, please do not save, print, or retransmit except to return to the sender.

2. **Optional Identification Elements**

Optional signature elements include:

- Pronouns
- UWG Graduate - *year graduated*
- Mobile phone number - applies to UWG-issued mobile numbers
  - *Any UWG employee who publishes their personal mobile phone number in their signature line, that number may not be redacted under the Georgia Open Records Act.*
- Web address to your department, if applicable *(in hyperlink)*

3. **Required Elements in Signature - Reply Message**

The approved and required signature elements in reply messages must include:

- Full Name
- Job title *(may immediately follow name if desirable)*
- Direct Telephone Number
4. Prohibited Items

- Personal viewpoints, quotes, opinions or agendas.
- Unauthorized images, logos, and icons (family, pets, cartoons, etc.)

B. Guidelines

University Communications and Marketing is authorized to develop further guidelines as necessary.

C. Compliance

The employee's immediate supervisor is responsible for notifying the employee about any e-signature that does not comply with procedural requirements. Notification will specify the non-compliant e-signature elements needing rectification to ensure compliance. Any signature lines that deviate from the procedure shall be made compliant.

Definitions

**Personally Identifiable Information** - information that can identify an individual when used alone or with other relevant data. PII may contain direct identifiers (e.g., passport information) that can identify a person uniquely or quasi-identifiers (e.g., race) that can be combined with other quasi-identifiers (e.g., date of birth) to recognize an individual successfully.

Guidelines/Related Material

The following are available on the University Communications and Marketing (UCM) Work [West Webspace](one USG login required).

- UWG E-Signature Builder
- Google Email (Gmail) Signature Instructions

Approval Signatures

<table>
<thead>
<tr>
<th>Step Description</th>
<th>Approver</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tara Pearson</td>
<td>08/2021</td>
</tr>
</tbody>
</table>