

## Email Deliverability

School Data Solutions uses Amazon Simple Email Service to ensure high deliverability to users. All emails sent from "email@schooldata.net" are DKIM-signed for authenticity. In addition to DKIM signatures, SDS has established two dedicated IP addresses for email sending. These two dedicated IP addresses:

- 54.240.31.188
- 54.240.31.189

School districts can whitelist these IP addresses to ensure their users receive all emails.

## Email Address Blacklisting

Since School Data Solutions utilizes Amazon Simple Email Service, we must maintain a good reputation. Our reputation is determined by how many bad emails we send compared to how many good emails we send. Because of this, we maintain a strict list of all email addresses that have bounced or complained and flag them as blacklisted. Once an email address is blacklisted, we will not attempt to email it.

A hard bounce is typically caused by an email address not existing, the domain does not exist, or the target email server has blocked delivery. Email addresses that hard bounce are immediately flagged as blacklisted.

A complaint is when a user has reported that they do not want our email either by clicking the junk or spam button in their email client, complaining to their email provider, or notifying Amazon SES directly.

There is no automated mechanism to remove an email address from a blacklist. Should you believe you are blacklisted, please contact [support@schooldata.net](mailto:support@schooldata.net) for assistance.

## Automated Email Convention

Due to email being inherently insecure, we strive to keep our emails informative yet concise and without personally identifiable information. Our automated emails indicate that we never share personal information and that School Data Solutions will never ask for it via email. We also explain why we sent the email and encourage replying should a user need help.

Many of our automated emails are notifications that a file is ready to view or download. We maintain a convention of requiring users to log into our website to download those files and will never attach a private, insecure file to an email. This ensures that only the targeted user receives the file. Attaching files to an email will be password protected or predetermined not to contain private information.