

SAMPLE 40.1: Excerpts from email received 15 January 2019:

QS Rankings deadlines – response required

Dear Ruth,

I am writing to request you submit your academic and employer contact detail lists for this year's rankings survey.... The contacts you provide will be merged into our survey database and will be invited by QS to participate in the **QS Academic/Employer Reputation Survey....** The surveys contribute to the evaluation of institutions in our ranking exercises... When you submit your contact lists, you share your contacts' data with a third party (QS).

Following the local data protection regulations, your contacts need to agree to their data getting passed over to us. All the documents you need to communicate with your contacts are found here.

Please note you can use only the required templates to invite contacts for the reputations surveys as *it is strictly prohibited to encourage employer/academics to vote for your institution in any way*. A university found to be in breach of QS guidelines by seeming to coach responses for the institution from nominees or engaging in another unethical practice may be sanctioned...

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