

Email and Communication Etiquette Policy



GSS Group
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Our writing and email style is a direct reflection on us personally and professionally.

It is important we always conduct ourselves in a professional manner.

Email and communication etiquette matters, understanding the expectations in this policy will help you communicate more clearly and avoid any potential misunderstandings, helping you to make the best impression while you are interacting with others.

GSS Group expectations are as follows:

Use a professional email address at all times

Be cautious with 'Reply All'

- If the contents of the email are subject to privacy or contain confidential information, please ensure the recipients and any intellectual property is strictly received by the correct parties.
- Loop in all parties involved in a project or important correspondence.
- Avoid inclusion that may be perceived as unnecessary by the recipient.
- If you are unsure, please gain clarification for the parties involved.

Begin with a clear subject line

- Subject line is a referral point for the sender and the recipient.
- Make the subject relevant and to the point.
- Urgent or Priority email to be contained in subject line.
- Always remain professional in language use.

Understand your audience

- What you may perceive as a joke or overly familiar greeting may not be received well by the recipient.
- Always keep your language style professional
- All correspondence must be
- Be culturally and linguistically sensitive
- Be sensitive to and appropriate to their religious beliefs

Open and close with a polite salutation

- Your sincerely
- Respectfully yours
- Kind regards
- All the best
- Yours faithfully
- Warm regards

Use exclamation marks sparingly

- Exclamation marks may be used to convey excitement or importance.
- Be cautious in the use as it may be perceived by some recipients as aggressive or unprofessional.

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Be mindful of your humour

- GSS Group have expectations of a professional work environment but also an enjoyable environment for all.
Be mindful jokes and perceived humorous subjects are not as follows:
 - Racially inappropriate
 - Sexual in nature
 - Sexist and non-inclusive
 - Religiously negative or inappropriate
 - Harmful
 - Violent.
 - Aggressive
 - Physical
 - Inappropriate in any manner

Please note: What you may find humorous may not be received the same to the recipient or those listening and can be perceived in a negative reflection on your character and ethics. Such communication may be in breach of GSS Group Policy and Procedure and result in disciplinary action being taken.

Format your email

Ensure your email font is not excessively large or too small. The perception of your reader is important, and we need to ensure the right messaging is conveyed.

Keep a positive tone

When communicating successes and matters of a more serious nature it is important you are not aggressive or accusatory in your writing tone or your verbal communication.

Proofread your content

Always go over your document or content prior to sending to eliminate any grammatical errors or potential misleading information.

Check the recipient's name

Please ensure you check the correct spelling of a recipient's name or title on any documentation. Refer to the recipient in a professional manner and to which the recipient would prefer to be formally recognised as.

Double-check attachments

Please ensure only final versions are released unless you are seeking feedback or approval for a project, content, text or the like of. Make sure the version of the document you are sending is appropriate and intended for the use of informative purposes for the intended recipient.

Add the recipient address last

The final stage is to add the recipients address last; this is to ensure that you do not accidentally send the email or correspondence to the wrong recipient.

Reply within 24hrs

Professional courtesy and GSS Group company expectations are all communications need a consistent level of communication. In respect to urgent matters, immediate attention is required.

Endorsed by:

Imran Mukhtar

Managing Director February 2026

