



This policy establishes clear expectations for professional email communication across all Rival Hospitality Management (RHM) properties and corporate operations. Email is one of the primary tools through which our team communicates internally and with guests, vendors, ownership groups, and brand partners. The manner in which we communicate by email reflects directly on the professionalism, integrity, and standards of our company. All team members with access to an RHM company email account are expected to read, understand, and adhere to the standards outlined in this policy. Failure to comply may result in corrective action up to and including termination, depending on the nature and severity of the violation.

Email Standards & Policies

Policy 1: Reply All — When and Why

When you receive an email that includes multiple recipients, you are expected to use Reply All when responding. This practice ensures that all parties who have been included in the communication remain informed and are able to follow the thread of conversation without gaps.

Using Reply All prevents the need for the original sender or other recipients to forward information separately, reduces the risk of miscommunication, and ensures that decisions or updates are visible to everyone who needs them. This is particularly critical in hotel operations where multiple departments, managers, and stakeholders may be involved in a single issue or decision.

Exceptions to this guideline are rare. A direct Reply (rather than Reply All) is appropriate only when your response is personal in nature, is intended solely for the original sender, or would be irrelevant or inappropriate for the other recipients. Use your professional judgment, and when in doubt, Reply All.

Policy 2: Responsibility to Respond

If an email is addressed directly to you — whether as the sole recipient or as one of several — it is your responsibility to respond in a timely and professional manner. Being listed in the “To” field of an email is a direct communication requiring your acknowledgment or action.

You are expected to respond to all emails within one business day whenever possible. For complex matters requiring research or coordination, send a brief acknowledgment within one business day to let the sender know you have received the email and are working on a response.

If only a portion of the email applies to your role or area of responsibility, you are expected to respond to that portion specifically and clearly. You may indicate which portions you are not positioned to address and, where appropriate, direct the sender to the correct person or department. Do not leave an email unanswered simply because part of it falls outside your scope.

Policy 3: Being Copied on an Email (CC Field)

If you are listed in the CC (carbon copy) field of an email, you have been included for informational purposes only. You are not the primary recipient, and a response from you is generally not expected or required.

Being copied means the sender wants to keep you informed and in the loop. It does not mean you are being asked to take action or weigh in. Responding to CC emails unnecessarily clutters inboxes, creates confusion about ownership of a task or decision, and can slow down communication chains.

If you are copied on an email and believe a response or action is needed from you specifically, exercise discretion. If your input is truly necessary, respond thoughtfully and briefly. If you are unsure whether your response is needed, err on the side of not responding unless the situation warrants it.

Policy 4: Professional Language — No Slang

All email communications sent from an RHM company email account must use professional, clear, and respectful language. The use of slang, informal language, abbreviations, or colloquialisms is not permitted in company email communications.

This standard applies regardless of who you are writing to, whether a colleague, a vendor, a guest, or a corporate partner. Our emails are a written record of our professionalism and may be referenced in future contexts. Slang is often region-specific, generational, or subject to misinterpretation, and has no place in a professional business communication environment.

Examples of language to avoid include but are not limited to: informal text-speak abbreviations, overly casual greetings or closings, and language that would be out of place in a formal business letter. When in doubt, write as though your email will be read by a senior leader or client.

Policy 5: Professional Language — No Profanity

The use of profanity, vulgar language, or offensive terminology of any kind is strictly prohibited in all RHM company email communications. This prohibition applies to all emails, regardless of the relationship between sender and recipient, and whether the content is intended to be humorous or casual.

Profanity in written business communications is unprofessional, creates a hostile or unwelcoming tone, and reflects poorly on both the individual and the organization. Written communications leave a permanent record, and language that may seem harmless in a verbal conversation carries different weight when documented in writing.

Any email containing profanity or offensive language may be subject to review by Human Resources and may result in corrective action in accordance with RHM's Employee Conduct Policy.



Policy 6: Prohibited Use — Illegal and Criminal Activities

RHM company email accounts may not be used for any communication related to criminal, illegal, or otherwise unlawful activities. This prohibition is absolute and without exception.

Prohibited uses include but are not limited to: the solicitation, planning, or facilitation of any illegal activity; communications that constitute fraud, harassment, theft, or any other criminal offense; transmission of materials that violate local, state, or federal law; and any communication that could expose RHM or its managed properties to legal liability.

Employees who use company email systems for criminal or illegal purposes will be subject to immediate termination and may be reported to the appropriate legal authorities. RHM reserves the right to monitor company email accounts and may be legally required to produce email records in the event of an investigation.

Additional Email Standards

Subject Lines

Every email must include a clear, descriptive subject line that accurately reflects the content of the message. Subject lines should be specific enough that the recipient can identify the topic before opening the email. Avoid vague subject lines such as “Hey” or “FYI.” If you are replying to an existing thread but the topic has shifted, update the subject line to reflect the new topic.

Salutations and Closings

All emails should begin with an appropriate salutation and close with a professional sign-off. Acceptable salutations include “Good morning,” “Hello [Name],” or “Dear [Name].” Acceptable closings include “Best regards,” “Thank you,” “Sincerely,” or “Warm regards.”

Email Signatures

All team members are required to maintain the RHM designed and provided Signature Card for both General Managers and the Front Desk Email.

Response Time Expectations

Team members are expected to respond to internal emails within one business day and to guest or vendor emails within eight business hours during business operations. If you are unavailable due to time off or scheduled leave, you are expected to set up an out-of-office auto-reply that includes your return date and an alternate contact for urgent matters.