

*Real World E-mail
Compliance Strategies*

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IP Blocking:

- Discuss – Review bandwidth agreements
- Develop relationships with providers / players
- Blocking must be based on facts / trusted source
- Requires immediate diligence / relationship
- Review your SLA

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CAN – SPAM Checklist

- Sender's accurate identity
- Some form of opt-out
- List hygiene
- Disclosure of commercial intent / solicitation
- Include postal address
- Restricts address harvesting
- May not hijack IP blocks

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Company Compliance

- Develop a documented compliance plan.
- Notify customers of marketing efforts.
- Do not rely on subcontractors who run email campaigns to insulate you from liability.
- Place a notice on websites stating that you do not allow e-mail marketers to use e-mail addresses for marketing purposes.

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Customer Compliance

- Create template responses to allegations of customer SPAM.
- Create a "tool box" for customers who would like to market by e-mail.
- Work with mail vendors to create marketing friendly products and campaigns.

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