

10 Things You Need to Know About CAN-SPAM

ISIPP SuretyMail Email Reputation & Certification <http://www.ISIPP.com>

1. CAN-SPAM applies only to commercial email.
2. CAN-SPAM applies to email for which a primary purpose is to feature your goods, services, or content even if you do not send the email yourself.
3. CAN-SPAM does not apply to third-party advertisers who advertise in your mailings so long as it is clear that the mailing is coming from you and not them.
4. CAN-SPAM liability can attach to email sent out by your affiliates on your behalf; however
5. CAN-SPAM liability will not attach to email sent out by your affiliates on your behalf unless you know, or should have known, that the email is being sent in violation of CAN-SPAM and you stand to gain from it financially, and you don't try to stop it.
6. CAN-SPAM requires that all information in your email headers and body be true, accurate, and not misleading.
7. CAN-SPAM requires your email to include a one-step method of unsubscribing from (opting out of) your mailings.
8. CAN-SPAM requires you to honor those opt-out requests, and to immediately cease sharing the user's address even with previously agreed-to partners.
9. CAN-SPAM does not require that you use confirmed opt-in for your mailings, however it is one of the best defenses against an accusation of CAN-SPAM violation.
10. CAN-SPAM does not require ISPs to accept email which is CAN-SPAM compliant. In fact, ISPs are specifically exempted from claims that they must accept email if it complies with CAN-SPAM.

**Note: If you are CAN-SPAM compliant, and also follow best practices such as confirmed opt-in, you will be unlikely to get in trouble with the new Canadian anti-spam law (CASL).*



**This list provided by SuretyMail Email Reputation services
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