

## Can Spam

**From Address:** Must indicate the name of the person or organization who is sending the email and include a valid email address (that the sender checks on a regular basis) where the recipient can send a reply.

**Identity of Sender:** In the body of the email message, the sender must include the name of sender, company name (if sent on behalf of a company), physical address, telephone number as well as return email address.

**Subject Line:** Must be filled in with an **accurate description** of the main purpose of the email. If the main purpose of the email is to promote a product or service that the recipient has not specifically asked for (Opt In), then the word **ADV:** must be the first word in the subject.

**To Address:** Must indicate the name (and/or email address) of the person to whom the email is sent.

**Opt In:** The recipient must specifically request that an organization send specific periodic information (bulk email), which may include a short advertising message with a link to a web site with more information. Filling out a form that includes a box that is already checked allowing the sender to send email is not opt in! If a person chooses to receive emails in exchange for something of value (such as discount coupons), that should be allowed as long as the sender stops sending emails when the recipient asks to opt out.

**Opt Out:** If a recipient requests that a sender no longer sends them email, the sender must stop sending email to that recipient immediately—so the recipient no longer receives email from that sender. This means that a sender who is sending out email on a batch basis must remove the recipient's email address before sending the next batch. If the sender is sending out email on a continuous basis, then the sender must have a real-time method of removing addresses.

**Email Harvesting:** It should be illegal for anyone to use automated methods to obtain email addresses from web sites with out a sophisticated program to determine there is an obvious indication from the content on the web site that the recipient can use the specific product or service being promoted (a product or service which is designed for a specific use, not a product or service which, with minor revisions, maybe used by 10% or more of the population). In no case should the average number of emails sent per day be more than the number of customers the person or organization serves per year. The email must clearly state why the recipient was selected to receive the email (what information on the recipient's web site lead the sender to believe the recipient could use the sender's product or service) and information on how & why the product or service will benefit the recipient. Also see unsolicited email below.

**Duplicates:** A sender of bulk email must have a method of removing duplicate email addresses so a receiver does not receive more than one copy of an email.

**Bulk Email:** Email sent to several different addresses that is essentially the same. Email is still considered bulk even if it is Opt In and customized with a mail merge program to include information the sender has on file, such as recipient's: name, email address, company name, physical address, and other information from a data base.

**Unsolicited Email:** Must be allowed, but must be limited. Unsolicited email, that promotes a product or service, should be limited to no more than one email sent to a specific recipient per month. A company can send no more unsolicited emails per day than the number of individual customers they serve per year (companies need to be able to produce a list of customers they serve by name and address—also see email harvesting above). Organizations and politicians should not send unsolicited email—members and campaign workers may send emails only to people they personally know. Individuals can send unsolicited email, that promotes a product or service, only to people they know. In all cases, Opt Out requests must be honored.

NOTE: there are so many ways for a companies, organizations and politicians to obtain Opt In email addresses, with free coupons, personal contacts, etc. that there should be relatively little reason for them to send unsolicited email.