



The CAN-SPAM Act sets out rules for the use of commercial email within businesses in the United States. Non-conformance with the regulations can result in severe fines, so it is worth reminding ourselves of the main provisions of the Act.

Before we do that **please note that US Marketing Management sources all its USA data to conform with CAN-SPAM**, so you can rest assured that any data we supply is legal and compliant.

Here is a run down of the main requirements of the Act:

Your message should never carry any false or misleading header information. For example, the “From” “To” and “Reply”, and the original domain name and email address must all be valid. They must also clearly identify the person or business sending the message. This is obvious right. We all want the recipients to know who we are and be able to reply to us.

The subject line must not be used to lure people into opening a message only to find out that the contents of the message are entirely different. Make the subject line succinct, clear and on message. Relevancy is key. Do not deceive.

When sending out marketing communications it is required that you clearly and unambiguously identify the message as an advertisement. This can be nice and bold at the top of your message, or more discreet down at the bottom. Either way it must be present.

Seems obvious but your marketing communications must include your valid physical postal address. Again we want the recipients to know who we are and that we are a bone fide company.

Clearly and unambiguously you must tell the recipients of the email how to opt out of receiving future email from you.

You should also ensure that this information is captured for suppression against your future messages.

You remain responsible for your organisations marketing at all times. You must monitor what third parties are doing on your behalf as you are liable for compliance under CAN SPAM.