



# CAN-SPAM ACT OF 2003

*Controlling the Assault of Non-Solicited Pornography and Marketing Act*



**What is the CAN-SPAM Act?** A law that established a set of rules applicable to any person or business sending a commercial message.

**What is a "commercial message"?** Any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service, including email that promotes content on commercial websites. Note: transactional and relationship messages are exempt.

**What's the penalty for noncompliance?** \$16,000 for each non-compliant email...yikes!

## DO'S

- Include your physical post address in every email you send out (more applicable to marketing blasts)
- Provide a clear way to opt out of every email you send out, and honor the unsubscribe within 10 business days
- Use clear "From", "To," and "Reply to" language that accurately reflects who you are
- Include clear messaging and transparency with the copy content

## DON'TS

- Sell email addresses
- Use deceptive subject lines that misrepresent the contents of your message
- Make it hard to unsubscribe from emails. You can't charge a fee, require a recipient to provide personally identifying information beyond an email address, or make recipients take extensive steps other than simply replying to an email or visiting a single page on a website to unsubscribe themselves from your emails.