

## ADVANTAGEMAIL ANTI-SPAM POLICY COMPLIANCE RULES FOR SENDING E-MAIL

### CCD Definition of Spam

Permission is a vague term open to a lot of interpretation. Some specific scenarios are described below to help you understand what does and what does not constitute permission.

You can only email subscribers using AdvantageMail if you obtained their permission in any of the following ways:

- They opted in via your web site  
This could either be through a newsletter subscribe form or by ticking a checkbox on another form. This checkbox cannot be checked by default and it must clearly explain that checking it will mean you will be contacting them by email.
- They completed an offline form and indicated they wanted to be emailed  
If someone completes an offline form like a survey or enters a competition, you can only contact them if it was explained to them that they would be contacted by email AND they ticked a box indicating they would like to be contacted.
- They gave you their business card  
If someone gives you their business card and you have explicitly asked for permission to add them to your list, you can contact them. If they dropped their business card in a bowl at a trade show, there must be a sign indicating they will be contacted by email about the specific topic.
- They purchased something from you in the last two years  
By making a purchase from you they have provided their permission implicitly. Feel free to email them, but we think it's always better to ask anyway.

Basically, anything outside the examples above doesn't equal permission to us, but here are some examples to make sure we are absolutely clear.

- You obtained the email addresses from a third party  
Whether you purchased a list, were provided one by a partner or bought a bankrupt competitor's patient list, those people never gave YOU permission to email them, and they will consider your email spam. No matter the claims of the source of this list, you cannot email them with AdvantageMail
- You scraped or "copy and pasted" the addresses from the Internet  
Just because people publish their email address doesn't mean they want to hear from you.
- You haven't emailed that address for more than 2 years  
Permission doesn't age well. Even if you got their permission legitimately, they won't remember giving it to you. If you haven't sent something to that address in the last 2 years, you can't start now.