

CAN-SPAM Act Compliance and Best Practices

Online marketing has become an important channel in today's marketplace and a very cost effective way to strengthen your customer relationships. We are dedicated to effectively accomplishing your direct marketing goals. We supply the expertise to maximize your multi-channel strategy, including email marketing.

We provide Internet based products and services to marketers. Internet users' privacy is of the utmost importance to us. We realize that respecting users' privacy and adhering to industry accepted practices are in the best interests of our clients.

- All email properties managed by us... have expressly given permission to receive offers from select third parties.
- All outbound email messages clearly disclose the user has opted in to receive third party email messages.
- All the email messages sent by us include a valid opt out mechanism.
- All opt out requests are processed within 24 hours of receipt.
- All email messages contain a physical mailing address.

CAN-SPAM Act Compliance

On December 16, 2003, President Bush signed into law the Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 (CAN-SPAM Act), which establishes a framework for reducing unsolicited email. The law prohibits predatory and abusive commercial email practices.

Email is an extremely important and effective means of communications and is used by millions of Americans on a daily basis for personal and commercial purposes. Its convenience and efficiency, however, are increasingly threatened by the rise in spam. Spam currently accounts for over half of all email traffic. Today, most spam is fraudulent or deceptive in nature. The growth in spam also imposes significant costs on Internet Service Providers (ISPs), businesses, and other organizations, since they can only handle a finite volume of email without making further investments in their infrastructure.

Email Best Practices and Campaign Requirements

The law requires that all email for which the primary purpose is the commercial advertisement or promotion of a commercial product or service include some basic requirements. There are penalties for non-compliance.

From line

The from line must be the advertiser on all email broadcasts.

Subject line

The subject line should have a direct reference to the advertisement. It should be clear, relevant, honest and not misleading. There is no requirement to include "ADV" in the subject line.

Message content

Content should give clear and conspicuous identification that the email is an advertisement or solicitation. The message must be honest and not misleading. The advertiser of the email is responsible for determining how to indicate that the message is a solicitation (i.e., there is no requirement to include any specific language, such as, "this is an advertisement").

All messages are subject to reviewed.

Postal address

A valid physical **postal address** is required in the content of every message. A post-office box or mail drop does not suffice. The physical address must be somewhere that a consumer can physically find the advertiser's business.

Opt out

The CAN-SPAM Act requires a clear and conspicuous Internet-based mechanism for recipients to request not to receive future advertisements or promotions. We honor opt out requests within 24 hours of notification and the link is active for a minimum of 30 days. All marketing campaigns include verbiage based on whether the campaign is sent to businesses or consumers.

Business Opt Out Footer

"This offer is brought to you by infoUSA"

To unsubscribe please [click here](#).

Consumer Opt Out Footer

You recently registered with a network website and opted in to receive special online offers.

To unsubscribe, please use this link [to remove your subscription](#).

Opt out hygiene service

According to the law, all advertisers must maintain accurate and current opt out lists. We understand that its customers will need to exclude these records from their email marketing campaigns. Previous opt out email addresses can simply be suppressed from an infoUSA marketing campaign.

Should an advertiser decide not to provide opt out files to us, they assume responsibility and liability.

Opt out list service

As part of our service, we can provide a list of recipients who have elected to opt out from a particular campaign. This allows an advertiser's opt out file to be accurate and current.

Origin of Email Addresses

Privacy is in the best interests of our advertisers and our organization, therefore email addresses are never released and we accept the responsibility of coordinating the email broadcast. We have proprietary business and consumer email databases to help identify new online prospects.

Business Email Collection and Opt in

1. Email addresses are collected by infoUSA during a direct phone interview. During the phone interview, we will collect emails on various executives at the company from the respondent that answers the phone.
2. An initial message is sent to the collected emails from us. This message verifies the email address, confirms collection method and gives the individual the opportunity to opt-out and not be included in the database. All opt out requests are removed from master email file and placed in a suppression list.
3. After a 2-week waiting period, we include the email address in targeted marketing campaigns.

Consumer Email Collection and Opt in

Consumers who have elected to receive third party email marketing from partnered company websites. All emails have opted in to receive 3rd party marketing offers and we retain registration information for every email address on our file. Emails originate from many different online

registration channels. infoUSA takes all reasonable measures to deliver only those records identified as adults (over the age of 18).