

Email Marketing Compliance Check List

Sending behavior compliance

- A message cannot be sent through an open relay
- A message cannot be sent without an unsubscribe option.
- A message cannot be sent to a harvested email address (purchased lists from spammers)
- A message cannot contain a false header
- A message should contain at least one sentence.
- A message cannot be null.
- Unsubscribe option should be below the message.

Content compliance

- Accurate "From" lines
- Relevant subject lines (relative to offer in body content and not deceptive)
- A legitimate physical address of the publisher and/or advertiser is present. PO Box addresses are acceptable in compliance with [16 C.F.R. 316.2\(p\)](#) and if the email is sent by a third party, the legitimate physical address of the entity, whose products or services are promoted through the email should be visible.
- A label is present if the content is adult.

Unsubscribe compliance

- A visible and operable unsubscribe mechanism is present in all emails.
- Consumer opt-out requests are honored within 10 business days.
- Opt-out lists are used only for compliance purposes.