

eTargetMedia is CAN-SPAM Compliant

eTargetMedia evaluates all outgoing email marketing campaigns to ensure **CAN-SPAM compliance**. We will contact you immediately if we find that your email marketing campaign violates the CAN-SPAM act guidelines and will offer recommendations on how we can improve the campaign to comply. We want your campaign to be as successful as possible so we need to ensure that eTargetMedia and all of its clients, are abiding by federal law.



Main Points of the CAN-SPAM Act

- Prohibits the use of false or misleading headers
- Prohibits the use of deceptive subject lines
- Requires a clear email unsubscribe option in every commercial email message
- Requires the inclusion of a valid physical postal address in every commercial email message

How eTargetMedia Complies with the CAN-SPAM Act:

- eTargetMedia does not allow misleading header information so anyone reading a client email can clearly see who the email was sent from.
- All subject lines of our client emails must clearly relate to the content of the email. Deceptive or misleading subject lines are prohibited both by eTargetMedia and also by federal law.
- eTargetMedia automatically inserts unsubscribe details to the bottom of every email sent from our email servers.
- CAN-SPAM law requires the postal address of the email sender to be included within the content of every email message. eTargetMedia adds the postal address in the footer of every client email.

Contact us to see how we can help you plan and manage a successful email campaign:

Phone: 888.805.3282

Email: info@eTargetMedia.com

Web: www.eTargetMedia.com

eTargetMedia is an active member of the DMA and adheres to all guidelines and best practices the DMA sets forth.

