

CAN-SPAM Act of 2003

In 2003 the US Congress passed the CAN-SPAM Act (**Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003**). Most of our clients are not aware of Law, and may be placing their businesses in violation of it. For each and every violation of the CAN-SPAM Act of 2003, a business or person engaging in commercial emailings can be fined up to \$11,000. That means for every email you send that is considered marketing you may be fined \$11,000 which adds up fast.

Below are several links about this act:

- <http://www.fcc.gov/guides/spam-unwanted-text-messages-and-email>
- http://en.wikipedia.org/wiki/CAN-SPAM_Act_of_2003
- <http://womeninbusiness.about.com/od/internetuseadvertising/a/canspam-penalty.htm>

Federal rules require the following for commercial email's or text messages sent to your mobile phone:

- Identification – The email must be clearly identified as a solicitation or advertisement for products or services.
- Opt-Out – The email must provide easily-accessible, legitimate, and free ways for you to reject future messages from that sender.
- Return Address – The email must contain legitimate return email addresses, as well as the sender's postal address.

The easiest way to be compliant is to not send emails from you computer but rather set up a mass email program like PHPList. which runs as part of your web site. We can help set this up for you, show you how to use it, and help create a template that is in compliance with the CAN-Spam Act of 2003.

If you have any questions or would like help implementing a mass-email marketing solution please [contact our web department by clicking here.](#)