



BASED ON
FTC
CAN-SPAM ACT
CAN-SPAM RULE
OLA

Email Compliance Guide

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01 Overview

As a Stop Go Networks affiliate, you need to follow the practices outlined in this document. Your **email communications need to be compliant with the Federal Trade Commission’s CAN-SPAM Act and CAN-SPAM Rule.**

This Guide was created to help guide our affiliates with up to date **compliance requirements.** The checklist will help keep your email communications compliant.

The CAN-SPAM Act doesn’t apply just to bulk email. It covers all commercial messages, which the law defines as “any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service,” including email that promotes content on commercial websites.



FOR MORE INFORMATION, VISIT:

<https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>

02 What type of email is exempt?

What matters is the “primary purpose” of the message.

- **Commercial content** – which advertises or promotes a commercial product or service, including content on a website operated for a commercial purpose;
- **Transactional or relationship content** – which facilitates an already agreed-upon transaction or updates a customer about an ongoing transaction;
- **Other content** – which is neither commercial nor transactional

If the message contains only commercial content, its primary purpose is commercial, and it must comply with the requirements of CAN-SPAM. **If it contains only transactional or relationship content,** its primary purpose is transactional or relationship. In that case, **it may not contain false or misleading routing information, but is otherwise exempt from most provisions of the CAN-SPAM Act.**

03 Requirements



01

HEADER INFORMATION

Don't use false or misleading header information. Your **"From," "To," "Reply-To,"** and routing information – including the originating domain name and email address – **must be accurate** and identify the person or business who initiated the message.

02

SUBJECT LINE

Don't use deceptive subject lines. The subject line must **accurately reflect the content of the message.**

03

IDENTIFY THE MESSAGE AS AN AD

The law gives you a lot of leeway in how to do this, but you must disclose clearly and conspicuously that your message is an advertisement.

04

PHYSICAL LOCATION

Your message must include your **valid physical postal address.** This can be your current street address, a post office box you've registered with the U.S. Postal Service, or a private mailbox you've registered with a commercial mail receiving agency established under Postal Service regulations.

05

OPT OUT/UNSUBSCRIBE

Include a **visible and functional "unsubscribe" mechanism** that allows the recipient to opt out of receiving future commercial messages from you. Give a return email address or another **easy Internet-based way** to allow people to unsubscribe for no less than 30 days after receipt of the commercial email. You **must honor a recipient's opt-out request within 10 business days.**

Once people have opted out of receiving any more messages from you, you **can't sell or transfer their email addresses,** even in the form of a mailing list.

02

MONITOR AFFILIATE ACTIVITY

Both the company whose product is promoted in the message and the company that actually sends the message may be held legally responsible.



GOT QUESTIONS?

Get in touch with your
account manager today.

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