



8 Steps - CAN-SPAM Compliance Checklist

To ensure that you are CAN-SPAM compliant, please feel free to use this checklist for your next email blast. It will help ensure that your marketing efforts have the best chance of success.

- 1. Include a "clear and conspicuous" unsubscribe mechanism in every email.
- 2. Don't use misleading sender or subject lines.
- 3. Add your postal address to all email.
- 4. If your email list isn't opt-in or double opt-in ("prior affirmative consent"), include a clear notice that states the email is an advertisement or solicitation in commercial messages. If your list is opt-in or double opt-in, you're exempt from this provision.
- 5. Have a process for handling unsubscribes within the 10-day window. Ensure this is in place electronically, as well as for unsubscribes received via postal mail (and any other contact information you include in the email, such as phone and fax)
- 6. If you offer various categories of emails, offer recipients a way to receive some types of email from you while blocking others, along with a "global unsubscribe" option to stop all future email from your organization.
- 7. Don't share the address of a person who unsubscribed with any other entity seeking to send that party email.
- 8. Don't harvest email addresses or use automated means to randomly generate addresses.