



Email and direct marketing **under the CAN-SPAM Act**

INTRODUCTION TO THE CAN-SPAM ACT

Depending on where your customers live, specific laws relating to spam may apply. In the US, the FTC's CAN-SPAM Act sets rules for sending commercial messages, including email.

Note that if you plan on sending emails to EU users, you also have to collect and archive an unambiguous proof of consent.



WHAT YOU NEED TO DO

Under the FTC's CAN-SPAM Act, you do not need consent prior to adding users located in the US to your mailing list or sending them commercial messages, however you must meet the following requirements:

- provide a **visible unsubscribe option** in all of your emails. The unsubscribe mechanism provided must be free and should not be behind a login process;
- clearly indicate the **identity and address of the sender** (you must include your valid physical postal address);
- use **non-misleading subject lines**;
- clearly identify and specify the **nature of the message** (e.g. promotional);
- use **truthful header information**. Your name, email address and routing information (including domain) must be accurate and correctly identify the sender of the message;
- **monitor what others are doing on your behalf.**

ABOUT IUBENDA

iubenda is the most **simple**, **complete** and **professional** way to comply with international regulations & privacy laws

iubenda adopts a comprehensive approach to legal compliance.

More than 65,000 companies worldwide trust our solutions for compliance with the GDPR, EU Cookie Law, California's CCPA and other global privacy laws.

We offer a complete set of SaaS solutions which allows you to easily manage cookies, create consent records and generate customized Privacy Policies, Cookie Policies and Terms and Conditions.

IUBENDA PRIVACY & COOKIE POLICY GENERATOR

The solution to **draft**, **update** and **maintain** your Privacy and Cookie Policy

✓ FOR GDPR

✓ FOR CCPA

Easily generate and manage a Privacy and Cookie Policy that is professional, self-updating and customizable from 1,000+ clauses, available in 8 languages, drafted by an international legal team and up to date with the main international legislations.



IUBENDA CONSENT SOLUTION

Easily collect **GDPR consent**, document opt-ins and **CCPA opt-outs**

✓ FOR GDPR

✓ FOR CCPA

Record and manage GDPR consent, document opt-ins and CCPA opt-outs for each of your users. It smoothly integrates with your consent collection forms, syncs with your legal documents and includes a user-friendly dashboard for reviewing consent records of your activities.





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