

ESPC Email Marketing Pledge

1. Unsolicited Commercial Email

- a. Unsolicited commercial email must not be sent.

2. Commercial Email

- a. Commercial email (email messages, the primary purpose of which is the commercial advertisement or promotion of a product or service) must not be sent to an individual's e-mail address unless the prior, affirmative consent of the individual has been obtained.

3. Content of Commercial Email

- a. Every commercial email must include an opportunity for the recipient to unsubscribe from receiving such email in the future as required by the law applicable to the sending of the commercial email. Such requests to unsubscribe must be processed promptly, and no later than the time prescribed in the law applicable to the sending of the commercial email. The recipient should be informed of the length of time required for processing.
- b. Commercial email must not include "from address" fields, subject lines and message bodies that are misleading, false, or deceptive. Subject lines must not mislead as to the content and purpose of the message.
- c. Commercial emails must in all other respects comply with the law applicable to the sending of the commercial email.

4. Gathering of Email Addresses

- a. Email addresses must not be gathered through surreptitious methods (e.g., scraping or harvesting).

5. Authentication

- a. Email accountability is critical to maintaining consumer confidence in the email medium. Accordingly, senders of commercial email shall adopt strong authentication requirements for their clients' commercial email. As of the date of this document, senders shall at a minimum adopt SPF and DKIM, though DMARC is recommended.