





ESPC International Deliverability



Washington, November 15th 2016



Email Sender & Provider Coalition



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Association of the Internet Industry

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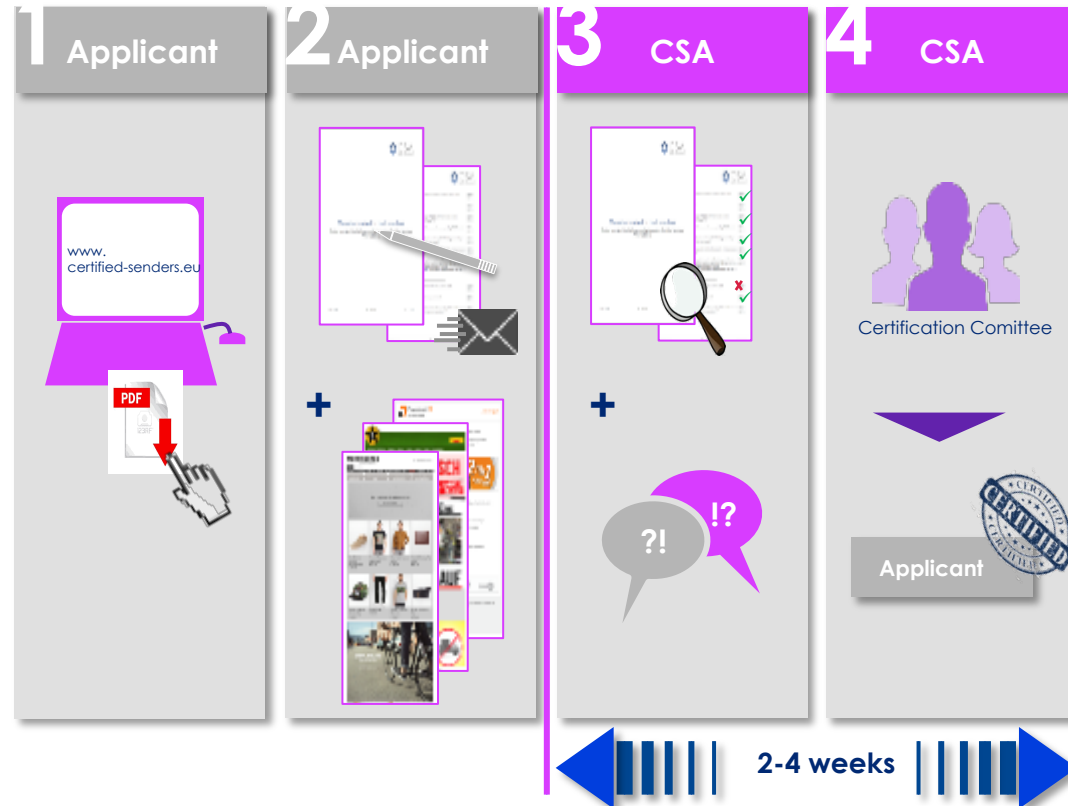
Rosa Hafezi

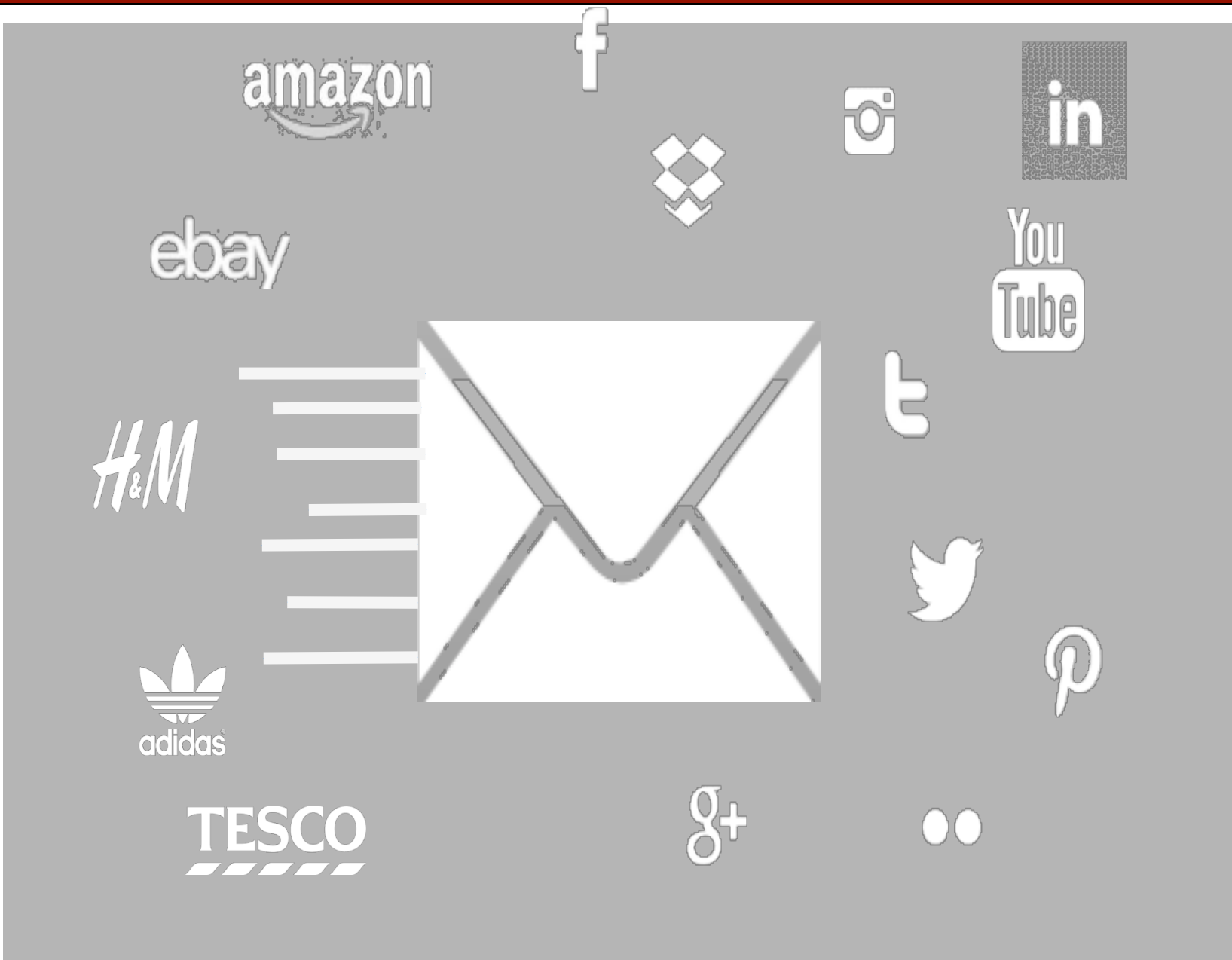
**Legal Consulting
& Certification**





The certification process





Email Sender & Provider Coalition



But...

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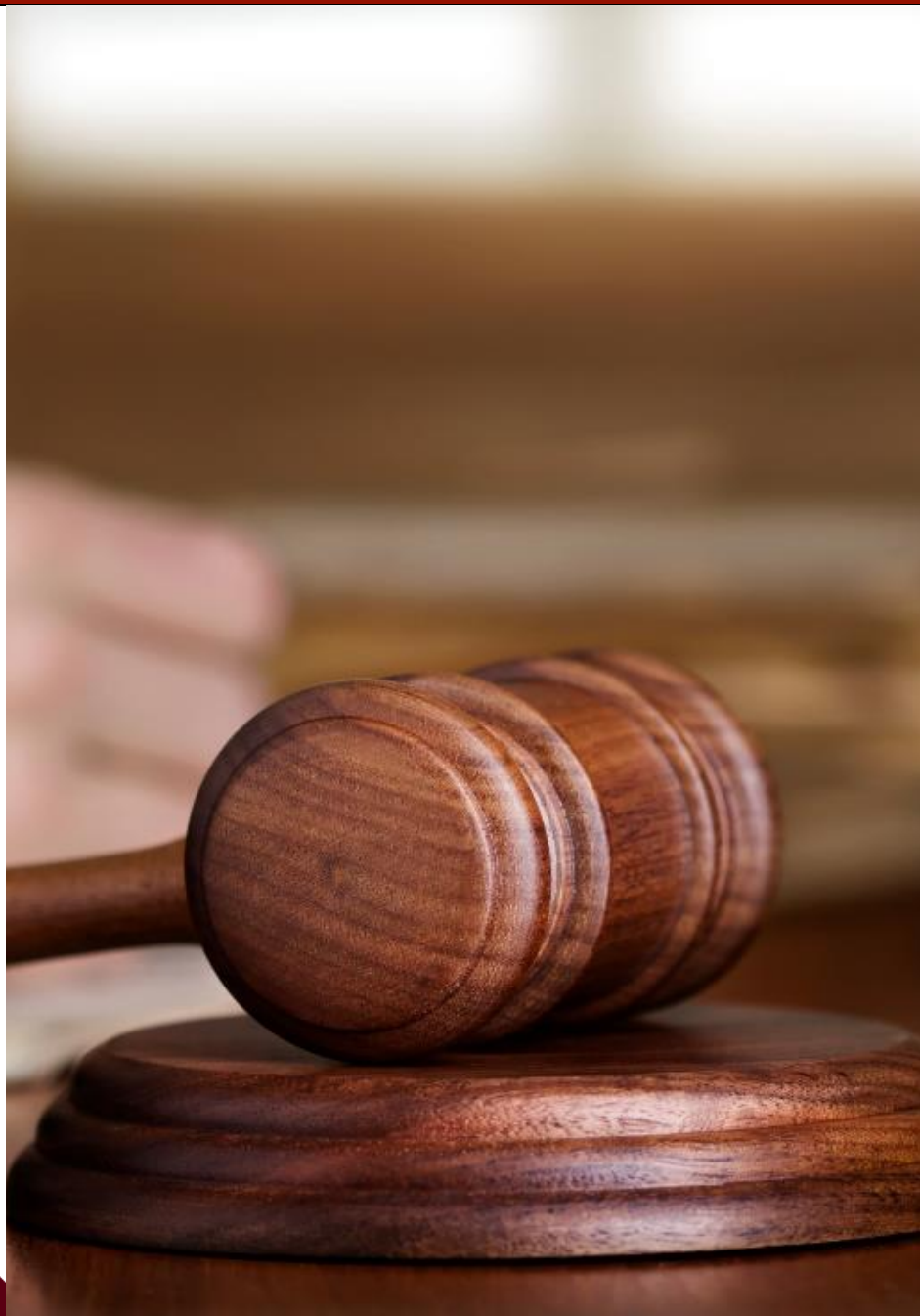
190.000



60%!



Legal actions



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#LitmusLive

Email Sender & Provider Coalition

No... but





High legal costs



190.000

Listen up



Consent





Do 21.07.2016 10:41

CSA update <admin@news.csa.eco.de>

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An ☐ Rosa Hafezi

 Die zusätzlichen Zeilenumbrüche wurden aus dieser Nachricht entfernt.

Action items

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Your team@news.csa.eco.de

good practice

CSA update: Keine Elemente

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Email Sender & Provider Coalition

B2B and B2C?





Customer Relationshi p



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Email Sender & Provider Coalition

allowed?



allowed?



NO





allowed?



allowed?



allowed?



allowed?



Disguise



Imprint





IMPRINT

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eco - Association of the Internet Industry
Lichtstrasse 43h
50825 Cologne
Germany

Managing Director/CEO:
Harald A. Summa

Board:
Prof. Michael Rotert (President, Chair of the Board)
Oliver Süme (Deputy Chair of the Board)
Klaus Landefeld
Felix Höger
Prof. Dr. Norbert Pohlmann

Tel.: +49 221 70 00 48 - 0
Fax: +49 221 70 00 48 - 111

info@certified-senders.eu
<http://www.eco.de/>

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Number: 14478

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Certified Senders Alliance

bad practice



CSA update #7

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CSA greetings



Dear CSA Friends,

Welcome to our 7th newsletter. Almost 2 months have passed since the CSA Summit and we are already focusing again on the next plans. Read more and stay tuned to our latest news and next steps in the future.

Your CSA Team

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eco - Association of the Internet Industry e.V.
Lichtstraße 43h
50826 Cologne
phone: 0221 70 00 40 0
fax: 0221 70 00 43 111
info@eco.de
www.eco.de

Board:

Prof. Michael Posert (President, Chair of the Board)
Oliver Göme (Deputy Chair of the Board)
Klaus Lamsfeld
Felix Höger
Prof. Dr. Norbert Pohlmann

CEO: Harald A. Burm

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International jurisdiction







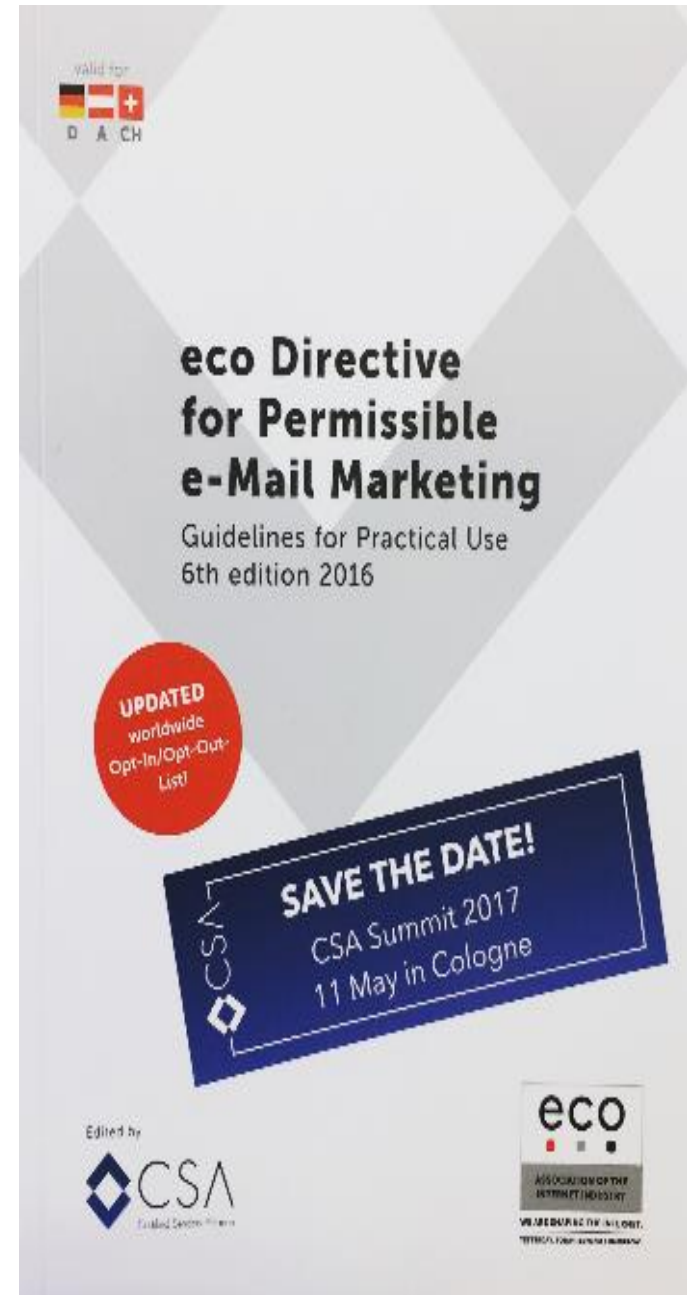
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New Edition



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