



# CAN-SPAM Compliant Checklist

Make sure your email messages to educators meet CAN-SPAM requirements.

## Is my message commercial and therefore subject to CAN-SPAM?

- Would an educator reading the subject line reasonably interpret the content as an advertisement or promotion for a commercial product or service?
- Does the bulk of the commercial content appear at the beginning of the message, make up most of the message or make up the focal point of the message, even if the email contains some transactional content?

If the email can be reasonably classified as commercial, check these boxes to determine CAN-SPAM compliancy.

**My email contains no false or misleading header information.** The “From,” “To” and “Reply To” fields, as well as the routing information, are from the business or individual the message says it’s from.

**My subject line isn’t deceptive or misleading.** Educators can reasonably assume what content they’ll find inside the email based on the subject line.

**My email contains a valid physical postal address.** This is in the form of a street address, USPS post office box or a private mailbox registered with a commercial mail-receiving agency established under Postal Service regulations.

**My email is clearly an ad.** Educators can identify the message as an ad either through an explicit statement or through the clear advertisement of an offer or promotion of a product or service.

**My email includes an opt-out request.** The message clearly and conspicuously explains how an educator can opt out of receiving emails from me in the future.

## I can honor opt-out requests quickly.

My company or email service provider is able to process opt-out requests for at least 30 days after the email deploys and can honor opt-outs within 10 business days of receiving the requests. Once the educator has opted out, we will not sell or transfer their email address – unless transferring the address to a company hired to help us comply with CAN-SPAM requirements. We do not:

- charge an opt-out fee
- require information to opt-out beyond the educator’s email address
- make educators take unnecessary steps to opt-out



For more information about all things email get our free Email Marketing Toolkit.

[www.agile-ed.com/the-ultimate-email-marketing-toolkit](http://www.agile-ed.com/the-ultimate-email-marketing-toolkit)