



## **Email Marketing - What are Legal Requirements to Meet Anti-Spam Laws**

eBlast Requirements for All Parador Email Marketing Campaigns

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In order to send emails on your behalf, you must agree to the following terms of use:

You absolutely, positively **MUST** include an unsubscribe link on your email campaigns.

You must include your contact information inside every promotional email that is sent, including a physical mailing address where you can receive mail or a PO Box. (Not a website or email address.)

You may not falsify your contact information or subject line.

We require that your emails comply with national and international Anti-Spamming regulations (Canada's Anti-Spam Legislation (CASL), U.S. CAN-SPAM Act etc..). As a responsible email marketer, we know you don't want to get accidentally noted as a spammer. So it will help to read and understand your local Anti-Spam rules. If you break the rules, you could be financially liable for each recipient that you send non-compliant messages to. In addition to your own local Anti-Spam rules, you must also comply with the anti-spam laws of the countries your recipients live in. So if you're sending to UK residents and US residents, you want to check over the UK and US spam laws to make sure you're also UK and US compliant.

If you have any questions or are not sure about any of the terms of use listed above, please contact your dedicated account manager or call us at 416.PAR.ADOR (416.727.2367) extn. 2150.