



CAN-SPAM COMPLIANCE CHECKLIST

1. Mode of communication

Does the mode of communication meet the following qualifications?

- ☐ It's internet-based
- ☐ It uses an inbox system
- ☐ There is visual, text, or audio content

If yes, then it's considered an electronic mail message, and you must proceed to the next question.

2. Nature of the message

Do any parts of the electronic mail message have one of the following aims?

- ☐ Advertising a product or service
- ☐ Promoting content that advertises a product or service

If yes, then it is at least partially commercial in nature. Proceed to the next set of questions.

3. Intended recipient of the message

Is the recipient a customer who has previously bought a product or service directly related to the message?

If no, then the message is commercial and you must complete sections 5 and 6, regardless of your responses in section 4.

4. Primary purpose of the message

Does the main aim of the message fall into one of the following categories?

- ☐ Facilitating or confirming an ongoing transaction
- ☐ Providing details about product warranty
- ☐ Delivering essential information about product recall or safety
- ☐ Updating the recipient about their account or terms and conditions
- ☐ Notifying the recipient about changes to their subscription, membership, or service
- ☐ Providing information about an employment relationship or employee benefit plan
- ☐ Delivering goods or services

If yes, then you must only complete section 5.

If no, then you must complete both sections 5 and 6.

5. Identifying information

Verify that the following details accurately identify our organization:

- ☐ 'From' field
- ☐ 'Reply-to' address
- ☐ Originating domain name
- ☐ Sender's first and last name

6. Compliance features

Ensure the message contains the following features:

- ☐ A subject line that accurately reflects the content of the message
- ☐ Clear and conspicuous signs that the message is promotional
- ☐ A valid physical postal address
- ☐ A link to a clear opt-out mechanism
- ☐ A link to our email marketing privacy policy