

## Who can I send email to?

*Guidelines for permission based email marketing*

### Why do I need permission?

Sending people unsolicited email, commercial or otherwise, is against the law in many countries worldwide; see: <http://www.thinksend.com/anti-spam>. Besides that, wouldn't you rather be talking to people who you know are interested in what you have to say?

### Who can I send email to?



***People who have specifically signed up through your website***

For example, by ticking a checkbox (not checked by default) on your signup or sales form

***People who completed offline forms & indicated they wanted to be emailed***

Eg: By filling in a competition or survey form where they specifically agree to receive email

***People who gave you their business card and asked to receive email***

If someone gives you their business card and you have also explained to them that you will be in touch by email, you can contact them.

***They purchased something off you in the last 2 years***

By making a purchase from you they have provided their permission implicitly, although it is much better to explicitly ask them.

### Who can't I send email to?



Anybody that is not covered by the list above! Here are some examples:

***Lists or email addresses received from a third party***

Includes any list you bought or rented, got from a partner or membership organization. No matter the claims of the source of this list, you cannot send email to them.

***Addresses you collected or "copy & pasted" from the Internet***

Even if they look like ideal customers for you, you can't email someone just because you found their address.

***Addresses you haven't emailed in the last 2 years***

Permission doesn't age well. Even if you got their permission legitimately, they won't remember giving it to you. If you haven't sent something to that address in the last 2 years, you can't start now.

### Client agreement

I, \_\_\_\_\_ on behalf of \_\_\_\_\_ (company) agree that every subscriber list provided for future email campaigns will be gathered in accordance with the JK Design Opt-In Email Permission Policy above.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_