

## **CAN-SPAM Compliance**

**Do** Include a free opt-out mechanism that is available through a single web page, replying to the email message, and through an unsubscribe button.

**Don't** Make the unsubscribe process long and confusing, or require unsubscribers to log in to a preference center using their user names and passwords.

**Do** Only require unsubscribers to enter their email addresses to opt-out of your lists.

**Do** Honor all opt-out requests within 10 days.

**Do** Include your valid postal address and return email address on all email messages.

**Do** Write a valid subject line and header (routing) information.

**Don't** Use false or misleading transmission information.

**Don't** Use deceptive subject lines or headers.

**Do** Clearly identify the sole sender of the message.

**Do** Clearly identify the message as an advertisement or solicitation.

**Do** Comply with the sexually-explicit labeling rule, if applicable.