



Spam Compliance

Spam is absolutely prohibited by Ezemail. Ezemail, developer and provider of the Ezemail system suite of email marketing tools, along with Ezemail partners and affiliates who make Ezemail system available to their customers, support ONLY permission-based email marketing practices. In this regard, Ezemail has implemented some of the strictest policies in the email industry and supporting procedures that:

- Help prevent the Ezemail system from being used for the purpose of unsolicited email campaigns.
- Encourage permission-based marketing.
- Respond to all complaints suggesting the Ezemail system has been used as a vehicle to send unsolicited email.

Ezemail actively monitors import lists and outgoing emails for suspiciously large intended or actual broadcasts. Any customer found to be using Ezemail for Spam is subject to being permanently barred from ever using the Ezemail (or any of our Partners', affiliates' and/or ISPs') systems.

Spam is unsolicited commercial email, junk mail or bulk mail that has not been requested by the recipient. In addition to wasting valuable resources and time, it is intrusive, irrelevant and often offensive. Typically, spam emails do not contain an option to unsubscribe from the mailing list. Spam is the opposite of permission-based emails ---- those that are anticipated, personal, relevant and often associated with a "pre-existing business or personal relationship."

Preventing Unsolicited Emails Via Ezemail system

Users of the Ezemail system must abide by strictly enforced Terms and Agreements. Under this agreement, the user promises to not abuse the Ezemail system or to send spam. User specifically agrees not to send unsolicited bulk email, for commercial or non-commercial purposes (unsolicited bulk email is defined as email sent to more than 10 individuals without their permission). The agreement also includes such provisions as:

User agrees not to post, upload or otherwise transmit:

- any content related to inappropriate subject matters;
- any content that is unlawful, harmful, threatening, abusive, harassing, tortious, defamatory, vulgar, obscene, libelous, invasive of another's privacy, hateful, or racially, ethnically or otherwise objectionable;
- any content that you do not have a right to post and transmit under any law or contractual/fiduciary relationships;
- any content, such that such posting, uploading, or transmission constitutes the infringement of any patent, trademark, trade secret, copyright or other proprietary rights of any party;
- any materials that contain software viruses or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment;
- any materials which imposes an unreasonable large load on our infrastructure;
- any content that is harmful to minors;
- content that is misleading or impersonates any person or entity or falsely states or otherwise misrepresents your affiliation with a person or entity;



- content with manipulated, or forged identifiers;
- content promoting harm or providing instructional information about illegal activities;

With regard to email campaigns, all users of Ezemail must also accept that an unsubscribe option will be automatically appended to every email sent via the Ezemail system. This is mandatory. When the unsubscribe option is requested by an email recipient, Ezemail system automatically suppresses emails to that email address in future campaigns. This suppression feature is also mandatory.

In the event that a Ezemail system User violates any one of our Acceptable Usage Policy rules, or for any other reason deemed appropriate by Ezemail, Ezemail reserves the right to suspend or terminate, without notice, access to the Ezemail system User's account and all related data. We rely on feedback from various governmental and industry sources, a network of the leading ISP's in the world and millions of email recipients to assist in our policing against spam.

Permission-Based Marketing

Ezemail offers free tools to encourage Ezemail system Users to create and manage "opt-in" (and double opt-in) lists of contacts. By building and using an "opt-in" (and double opt-in) lists, Ezemail system Users can be certain that they are sending emails to recipients that have expressly given their permission to do so.

Recommended Action --- Unsolicited Email Complaints

If a complaint is received by Ezemail regarding alleged unsolicited emails being sent from our system tools, an immediate investigation is undertaken.

Warning -- The Ezemail system User is notified that an unsolicited email complaint has been lodged against them and a demand is issued to "show proof" that the complainant opted in to the User's list. The User is reminded of the terms they accepted in the Terms and Agreement (including possible legal ramifications if the user has is guilty of spamming). In addition, the complainant's email address is automatically tagged as "unsubscribed" if the complainant did unsubscribe--so no further emails are sent to the complainant. The User is also required to manually remove the complainant's email address from their contact list if the complainant did not unsubscribe.

Termination---If Ezemail has ANY reason to believe the User, despite the warnings, is or will continue to send unsolicited bulk email to more than 10 individuals without their permission, or any complainant who has previously unsubscribed, the User's Ezemail account privileges are subject to immediate termination.



Think You've Been Spammed?

- Immediately unsubscribe using the "unsubscribe" link at the bottom of the email.
- Forward the unsolicited email to abuse@ezemail.com and provide any other information that you believe may help us in our investigation.
- Ezemail and Ezemail partners take permission marketing very seriously. Thank you for reviewing our Anti-Spam Policy.

Many spam complaints are registered with anti-spam agencies. We fully support the efforts of agencies working to responsibly curtail the sending of unsolicited commercial email. However, if an individual opted-in to receive a Ezemail and then falsely and/or maliciously files a spam complaint against Ezemail, we will cooperate fully with appropriate agencies to ban the user from further use of anti-spam software and community.

This policy was last updated: November, 2002. We reserve the right to modify this policy at any time.