

## **CAN-SPAM New User Training** <sup>[1]</sup>

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Walk through the materials below to build your knowledge of how eComm approaches CAN-SPAM, the federal law <sup>[3]</sup> that pertain to you as a communicator of CU. Confirm you understand the basics with a quick quiz.

- Don't use misleading header information or deceptive subject lines.
- Tell recipients where you're located.
- Tell recipients how to opt out of receiving future email from you.
- Honor opt-out requests promptly (within 10 business days).

After, [learn how to avoid violating CAN-SPAM](#) <sup>[4]</sup> within eComm's applications and processes.

**IMPORTANT** It's important to remember violating CAN-SPAM can be costly if fined by the Federal Trade Commission (FTC). Each separate email in violation of the law is subject to penalties of up to \$46,517.

### **Understand CAN-SPAM**

# Commercial vs Transactional

*What's the difference?*

Understanding the difference between commercial and transactional emails helps your message get delivered and read. Plus, it's the law.

## COMMERCIAL

Most emails at CU are commercial in nature because they promote a product or service. These emails must adhere to federal CAN-SPAM law.

## TRANSACTIONAL

If the email is directly related to an employment or transactional relationship or is non-commercial in nature, CAN-SPAM does not apply.

### Examples of commercial emails

- ☑ Email to prospective students
- ☑ Invite employees to an event
- ☑ Promoting athletics tickets

### Examples of transactional emails

- ☑ Event registration confirmation
- ☑ 'Know before you go' messages
- ☑ Required Employee Action

Provide a clear opportunity to **opt-out of receiving future commercial emails**. The request must be processed within ten days.



Transactional emails are **NOT covered by CAN-SPAM**, and do not require an 'opt-out' link.

Subject lines should indicate the email is commercial in nature. **Do not be fictitious or misleading** - including in your from information.



Being transparent in your **subject line and from information** can help increase your deliverability and open rates.

Include the valid **physical postal address** of your department, school or unit in the footer. Post office boxes are not acceptable.



Including an address isn't required, but it is a **best practice** so recipients know who to contact.

[5]

[Download CAN-SPAM 1-Pager](#) [5]

## CAN-SPAM Violation Consequences

All eComm users gain an understanding of the importance of CAN-SPAM compliance during new user training; in fact, CAN-SPAM compliance is one of the key reasons why the eComm program exists. [Learn more about eComm's protocol if someone violates CAN-SPAM once or repeatedly.](#) [6]

Complete the quiz below after you have reviewed the resources above.

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