

What are the consequences if I violate CAN-SPAM? ^[1]



January 8, 2021 by [jennifer.mortensen](#) ^[2]

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. But what happens if you violates CAN-SPAM? Are there consequences?

FIRST VIOLATION

- The executive director will contact you and **your eComm specialist** with notification that a CAN-SPAM violation has occurred.
- Your eComm specialist will have a conversation with you to ensure that you understand the cause of the violation so that it won't happen in the future.
- We'll require you to **complete a short CAN-SPAM quiz** to verify that you understand this key component of the eComm program.

SECOND VIOLATION

- The executive director will contact you and **your eComm specialist** with notification that a CAN-SPAM violation has occurred.
- The executive director will **remove your ability to send emails** in Marketing Cloud until you have a conversation with your eComm specialist about how a second violation occurred.

THIRD VIOLATION

- The executive director will contact you, **your eComm specialist**, and **your supervisor** with notification that a CAN-SPAM violation has occurred.
- The executive director will **remove your ability to send emails** in Marketing Cloud until

we have determined why CAN-SPAM violations continue to occur and what the appropriate corrective action might be.

- Per the [eComm user agreement](#) [3], **it is possible that you will lose your eComm license.**

Related Wiki Posts

- [Tool & Data Model](#) [4]
- [CAN-SPAM New User Training](#) [5]
- [Marketing Cloud New User Training](#) [6]
- [Cvent New User Training](#) [7]
- [Salesforce User Training](#) [8]

Display Title:

What are the consequences if I violate CAN-SPAM?

Send email when Published:

Yes

Source URL:<https://www.cu.edu/blog/ecommm-wiki/what-are-consequences-if-i-violate-can-spam>

Links

[1] <https://www.cu.edu/blog/ecommm-wiki/what-are-consequences-if-i-violate-can-spam>

[2] <https://www.cu.edu/blog/ecommm-wiki/author/13789> [3] <http://www.cvent.com/d/0gqpxl/4W>

[4] <https://www.cu.edu/ecommm/strategy/data-model-tools> [5] <https://www.cu.edu/blog/ecommm-wiki/can-spam-new-user-training> [6] <https://www.cu.edu/blog/ecommm-wiki/new-user-training-marketing-cloud-old2>

[7] <https://www.cu.edu/blog/ecommm-wiki/new-user-training-cvent> [8] <https://www.cu.edu/blog/ecommm-wiki/new-user-training-salesforce>