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



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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**.

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