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.

Examples of commercial emails
- Email to prospective students
- Invite employees to an event
- Promoting athletics tickets

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

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

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

**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 transactional emails
- Event registration confirmation
- 'Know before you go' messages
- Required Employee Action

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

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

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