Email and Spam Policy Policy Ver 2.3 2010

- Sumphero has a no tolerance spam policy. Sumphero customer support actively monitors large import lists and emails going to a large number of subscribers. Any customer found to be using Sumphero for spam will be immediately cut-off from use of the product. If you know of or suspect any violators, please notify us immediately at abuse@Sumphero.co.uk.
- Every email contains a mandatory unsubscribe link - those individuals who try to remove this link will be warned that they are doing so. If the link is removed or de-activated in any way, Sumphero will terminate the customer's account.

What is Spam?

- Spam is unsolicited email also known as junk mail or UCE (Unsolicited Commercial Email.) By sending email to only to those who have requested to receive it, you are following accepted permission-based email guidelines.

How Sumphero protects you from sending spam

- Sumphero will only operate a permission-based email-marketing tool that follows the strictest permission-based philosophies:
  o Communication - Your Sumphero registration page already states why you are collecting the site visitor's email address, how you plan to use their address, and that you are following the embedded privacy policy. Additionally, by accepting our license agreement you have agreed to not sell or rent your lists.
  o Verification - Sumphero automatically sends all of your new subscribers an email confirming their interest in receiving emails from you. Additionally, if your subscriber changes his or her interests or unsubscribes, Sumphero automatically sends an email confirmation.
  o Unsubscription - Every email generated from Sumphero contains an unsubscribe link which automatically updates your subscriber lists to avoid the chance of sending unwanted emails to visitors who have unsubscribed.
  o Contact Information - all of your emails are pre-filled with your contact information.

Isn't there a law restricting Spam?. Yes, but state spam statutes vary so it is important to conform to the strictest standards. Many states have spam statutes, and they all differ; each state has its own definition of unsolicited commercial email. Additionally, there are various federal agencies keeping track of spam including the Federal Trade Commission.

How to protect yourself from Spam: Take the Spam Test:
  o Are you importing a purchased list of ANY kind?
  o Are you sending to non-specific addresses such as:
    ▪ sales@domain.com, business@domain.com, webmaster@domain.com, info@domain.com, or other general addresses.
  o Are you sending to distribution lists or mailing lists which send indirectly to a variety of email addresses?
  o Are you mailing to anyone who has not explicitly agreed to join your mailing list?

- o Have you falsified your originating address or transmission path information?
- o Have you used a third party email address or domain name without their permission?
- o Does your email's subject line contain false or misleading information?
- o Does your email fail to provide a working link to unsubscribe?
- o If you have answered YES to ANY of the above questions you will likely be labelled a SPAMMER.

For more information visit The Coalition Against Unsolicited Email (www.cauce.org) or contact Sumphero Customer Support

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