

UnBound Technologies, Inc. Anti-Spam Policy

UnBound Technologies, Inc. ("UnBound") has a no tolerance spam policy and prohibits spamming and unethical marketing activities. UnBound's customer support actively monitors large import lists and emails going to a large number of subscribers. Any customer found to be using UnBound for spam will be immediately cut-off from use of the service. If you know of or suspect any violators, please notify us immediately at abuse@unboundtech.com.

What is Spam?

Spam is the practice of sending unsolicited email also known as UCE (Unsolicited Commercial Email) to either a single user or in a mass scale. By sending email to only to those who have requested to receive it, you are following accepted permission-based email guidelines.

What constitutes a preexisting business relationship?

The recipient of your email has made a purchase, requested information, responded to a questionnaire or a survey, or had offline contact with you.

What constitutes consent?

The recipient of your email has been clearly and fully notified of the collection and use of his email address and has consented prior to such collection and use. This is often called informed consent.

Isn't there a law against sending Spam?

The federal anti-spam law went into effect on January 1st, 2004 and preempts all state laws. While this new law will not stop spam, it does make most spam illegal and ultimately less attractive to spammers. The law is specific about requirements to send commercial email and empowers the federal government to enforce the law. The penalties can include a fine and/or imprisonment for up to 5 years.

How UnBound protects you from sending and receiving Spam?

UnBound's network is 100% permission-based and all communications sent the network participants is based on the user opting in to receive such communication. We also encourage our clients to upload and invite only double opt-in subscribers and not use any purchased list. UnBound adheres to the following permissions-based philosophies:

- **Communication** – The registration page, where the user's email address is collected, provides the Privacy Policy which provides details on how the user's email address will be used.
- **Verification** – UnBound automatically sends all registrants a confirmation email that includes the privacy policy and anti-spam policy.
- **Unsubscribe** - Every email generated from UnBound contains an unsubscribe link which allows your network subscribers to opt-out of future email campaigns and automatically updates your subscriber lists to avoid the chance of sending unwanted emails to visitors who have unsubscribed.
- **Identification** - Your email header information is correct because it is pre-set for you by UnBound. Your email campaign's "From" address is verified and already accurately identifies the client as the sender.

How to prevent being labeled as a Spammer?

UnBound encourages its clients to adhere to the following anti-spam guidelines.

- Add only opt-in subscribers to your network. UnBound further encourages you to add double opt-in subscribers.
- Do not import a purchased list directly into the UnBound network.
- Do not provide generic email address when registering to use the service.
- Do not add a distribution list or mailing list which indirectly sends to a variety of email addresses.
- Do not falsify your originating email address or transmission path information.
- Do not use a third party email address or domain name without their permission.
- Your email subject like should not contain false or misleading information
- Your email must contain a working link for users to unsubscribe or opt-out of receiving emails from you.
- All unsubscribe / opt-out requests should be addressed within 10-days of receipt of the notification.

What is the process for handling Spam complaints?

As stated above, UnBound takes spam very seriously and constantly monitors its network to ensure spam is not being sent via our system. The following are the steps taken if your account is being flagged as a potential spammer. Based on the severity (such as a spam trap) as well as volume of complaints, UnBound will assess the situation and notify the client as to the violations. The account may be temporarily suspended to give UnBound time to properly investigate the claims. If the block is due to numerous spam complaints, the client will have to wait until the threshold goes down before sending more mailings. After the investigation, UnBound will determine whether or not it can continue to do business with the client.

Respond quickly to anyone who emails you directly to be removed. Stun! provides you with an easy way to remove any user that is requesting not to receive your mailings. Not removing such users quickly can result in you being reported as a spammer.

For more information visit The Coalition Against Unsolicited Email (www.cauce.org) or contact Customer Support (support@unboundtech.com).