

Anti Spam Policy

Legitimate use of Seelogic Mail includes the sending of graphical newsletters, brochures, promotions, invitations, press releases, product launches and other email campaigns to corporate subscribers and recipient solicited graphical newsletters, brochures, promotions, invitations, press releases, product launches and other email campaigns to individual subscribers.

Guidance for Marketers on the sending of Electronic Mail

The following guidance is summary information taken from "Guidance for Marketers on the Privacy and Electronic Communications (EC Directive) Regulations 2003: Part 1 – Marketing by Electronic means" as published by the Information Commissioner's Office (ICO). Users of the service should consult the ICO website for further information at www.ico.gov.uk

Business to Business Marketing by Electronic Mail

Your obligations are as follows:

- You **must not** conceal your identity when you send, or instigate the sending of, a marketing message by electronic mail to **anyone** (including corporate subscribers; **and**
- You **must** provide a valid address to which the recipient (including corporate subscribers) can send an opt-out request.

Best practice dictates that ideally you would be able to demonstrate that you have collected any data in a fair way

Marketing by Electronic Mail to an Individual Subscriber

The law requires that

- You cannot transmit, or instigate the transmission of, unsolicited marketing material by electronic mail unless they have previously notified you, the sender, that they consent, for the time being, to receiving such communications. The only exception to this is the "soft opt in".
- You cannot transmit, or instigate the transmission of, any marketing material by electronic mail (whether solicited or unsolicited) to any subscriber (whether corporate or individual) where:
 - The identity of the sender has been disguised or concealed; or
 - A valid address to which the recipient can send an opt-out request has not been provided

To that end Seelogic Ltd does not allow Unsolicited Commercial Email (UCE) or Unsolicited Bulk Email (UBE - also known as spam). If the individual subscriber has not verifiably granted deliberate permission to receive the email, it will be classified as UCE or UBE. Verifiably granted deliberate permission is (1) written or email proof that the recipient has asked to receive the mailing; (2) electronic proof such as a time/date stamp and originating IP address demonstrating that the recipient did agree to receive such email.

Actions Taken by Seelogic to eliminate Spam

- Seelogic Ltd reserves the right to monitor all imported lists and all emails being sent to lists. If a client is found to be using Seelogic Mail to send UCE or UCB, we reserve the right to immediately suspend that client's Seelogic Mail account.

- At the point of uploading a list of individual subscribers to Seelogic Mail, you must explicitly certify that your lists consist of 100% certifiable opt-in email addresses. Seelogic Ltd reserves the right to request such proof and an inability to supply such proof may result in the permanent suspension of your account.
- An abuse link is annexed by Seelogic Ltd to the footer of every outgoing email. Any efforts to disable, this link will result in an immediate suspension of the account.
- Seelogic Ltd also reserves the right to monitor the subject matter of client accounts. Any account found to be using false or misleading subject lines or attempting to distribute illegal information will be suspended immediately and reported to the appropriate local authorities.
- We invite the greater Internet community to provide us with feedback about our client's use of Seelogic Mail

How you can ensure you are not sending UCE or UCB

- Only use purchased lists from reputable sources and ensure the list includes the source of the opt in if you have purchased a list of individual subscribers.
- Do not send emails to discussion groups and generic email addresses.
- Make sure your subject line and email content do not contain false or misleading information irrespective of the recipient.
- Make sure your list of individual subscribers is 100% confirmed opt-in.
- Keep digital or written records showing how you obtained the email addresses on your lists.