



The CAN SPAM Act of 2003



What to look for:

What consumers can expect from legitimate e-mail marketing

The "From" line accurately and clearly reflects the sender or initiator of the e-mail.

The "Subject" line makes it clear that the e-mail is a commercial advertisement.

Message content is consistent with the text in the "Subject" line.

From: Customercare@goodretailer.com
To: Your_email@emailaddress
Subject: Post Holiday 50% Off Sale at Good Retailer!

Message:

Post Holiday 50% Off Sale!!

Good Retailer would like to take this opportunity to inform you of our Post Holiday 50% Off Sale! You can save 50% on any and all items in stock! Visit goodretailer.com for more information.



To contact Good Retailer, please write to:
Good Retailer
5555 Real Street
Real City, Real State 55555

If you received this message in error or do not wish to receive any more e-mail from us, please send a reply message with "REMOVE" in the subject line to: remove@goodretailer.com

Message includes the sender's valid postal address as a means for the recipient to contact the sender. The DMA requires an actual street address.

Message includes a working return e-mail address as a way for the consumer to decline to receive further commercial e-mail from the sender. A working link or other electronic way for consumers to request removal is also acceptable.

What to look OUT for:

On the other hand, what consumers get from illegal spam

The "From" line is ambiguous, does not clearly identify the sender of the e-mail and is most likely not a valid return e-mail address.

The "Subject" line is misleading and does not make it clear that the e-mail is a commercial advertisement.

Message text is not consistent with the "Subject" line of the message.

From: Hzyigjle@1efjizyqiw.com
To: Spamvictim@emailaddress
Subject: I got your message!

Message:

Get a free insurance quote now!

Our records show that you are in need of better insurance coverage. Click [here](#) to get a free quote now!

Call us now at 1-555-Insured

Message does not provide a valid postal address as a way for the recipient to contact the sender.

Message does not provide any way for the recipient to decline to receive further commercial e-mail from the sender.

REPORT ILLEGAL SPAM:

Federal Trade Commission: uce@ftc.gov

State Attorneys General: http://www.naag.org/ag/full_ag_table.php

U.S. Department of Justice: <http://www.usdoj.gov/spam.htm>

Food and Drug Administration (medical fraud spam): webcomplaints@ora.fda.gov