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# Spam Compliance Features

As a world leader in email marketing technology and procedures, Hilltop-Mail and their partners work closely to reduce and eliminate the occurrence of SPAM. Hilltop-Mail has implemented various policies, procedures, technology and educational programs to assist businesses in their compliance.

## Spam Compliance Features

Hilltop-Mail has a number of inbuilt features that enable users to comply with the legal requirements for global spam compliance.

Features include:

### Confirmation and Double Opt in Functionality:

When subscribers opt in from your web forms, they are tagged with a time and date confirmation stamp as well as recording how they were added to your database, i.e., via a web registration form.

Automatic triggers can be set, allowing Double Opt-In emails to be automatically sent to subscribers, allowing them to confirm their subscription. These database records are then tagged as a Double Opt in subscriber in Hilltop-Mail's database.

### Automatic Unsubscribe Functionality:

Each email you send has an unsubscribe link that allows recipients to remove themselves from your list. This automatically removes the subscriber and provides a report to you.

### Adding Bulk Addresses:

When uploading databases from offline programs into Hilltop-Mail, Hilltop-Mail remembers which email address have been unsubscribed and enables you to block uploading of previously unsubscribed recipients.

### Global Unsubscribe:

Hilltop-Mail allows you to search for members in your database and unsubscribe them from the system across one or all databases.

### Business Address Details:

Each email you send automatically displays your company name, contact details and address information.

## Spam Compliance 3 Steps to Follow

When reviewing your business practices, and the content of your commercial messages to ensure you comply with the Spam Act, you should consider the following three steps:

### Step 1 - Consent

Your commercial messages should only be sent when you have consent. This may be express consent from the person you wish to contact - a direct indication that it is okay to send the message, or messages of that nature. It is also possible to infer consent based on a business or other relationship with the person, and their conduct.

### Step 2 - Identify

Your commercial messages should always contain clear and accurate identification of who is responsible for sending the message, and how they can be contacted.

It is important for people to know who is contacting them, and how they can get in touch in return. This will generally be the organisation that authorises the sending of the message, rather than the name of the person who actually hits the "send" button.

### Step 3 - Unsubscribe

Your commercial messages should contain an unsubscribe facility, allowing people to indicate that such messages should not be sent to them in future. All commercial electronic messages must contain a functional unsubscribe facility, allowing people to opt-out from receiving future messages. Such a request must be honoured. The Spam Act specifies that the person's consent has been withdrawn within five working days from the date that the unsubscribe request was sent (in the case of electronic unsubscribe messages) or delivered (in the case of unsubscribe messages sent by post or other means).

The above information was resourced through Spam Compliance (Australia), a principal authority on The Spam Act 2003, and in association with various leaders in the eMarketing, knowledge management and legal professions.

For a full list of regulations and best practices please visit: www.spamcompliance.com.au

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