

CAN-SPAM New User Training ^[1]

September 22, 2022 by [Melanie Jones](#) ^[2]

Walk through the materials below to build your knowledge of how eComm approaches CAN-SPAM, the federal law ^[3] that pertain to you as a communicator of CU. Confirm you understand the basics with a quick quiz.

- Don't use misleading header information or deceptive subject lines.
- Tell recipients where you're located.
- Tell recipients how to opt out of receiving future email from you.
- Honor opt-out requests promptly (within 10 business days).

After, [learn how to avoid violating CAN-SPAM](#) ^[4] within eComm's applications and processes.

IMPORTANT It's important to remember violating CAN-SPAM can be costly if fined by the Federal Trade Commission (FTC). Each separate email in violation of the law is subject to penalties of up to \$46,517.

Understand CAN-SPAM

Commercial vs Transactional

What's the difference?

Understanding the difference between commercial and transactional emails helps your message get delivered and read. Plus, it's the law.

COMMERCIAL

Most emails at CU are commercial in nature because they promote a product or service. These emails must adhere to federal CAN-SPAM law.

TRANSACTIONAL

If the email is directly related to an employment or transactional relationship or is non-commercial in nature, CAN-SPAM does not apply.

Examples of commercial emails

- Email to prospective students
- Invite employees to an event
- Promoting athletics tickets

Examples of transactional emails

- Event registration confirmation
- 'Know before you go' messages
- Required Employee Action

Provide a clear opportunity to **opt-out of receiving future commercial emails**. The request must be processed within ten days.



Transactional emails are **NOT covered by CAN-SPAM**, and do not require an 'opt-out' link.

Subject lines should indicate the email is commercial in nature. **Do not be fictitious or misleading** - including in your from information.



Being transparent in your **subject line and from information** can help increase your deliverability and open rates.

Include the valid **physical postal address** of your department, school or unit in the footer. Post office boxes are not acceptable.



Including an address isn't required, but it is a **best practice** so recipients know who to contact.

[5]

[Download CAN-SPAM 1-Pager](#) [5]

CAN-SPAM Violation Consequences

All eComm users gain an understanding of the importance of CAN-SPAM compliance during new user training; in fact, CAN-SPAM compliance is one of the key reasons why the eComm program exists. [Learn more about eComm's protocol if someone violates CAN-SPAM once or repeatedly.](#) [6]

Complete the quiz below after you have reviewed the resources above.

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