



Complying with New Zealand's Anti-Spam Legislation

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How Can Marshal8e6 Help?

Marshal8e6 offers a number of features which it believes can assist you to comply with the Unsolicited Electronic Messages Act 2007. Marshal8e6 has set out technical assistance in respect of these products below.

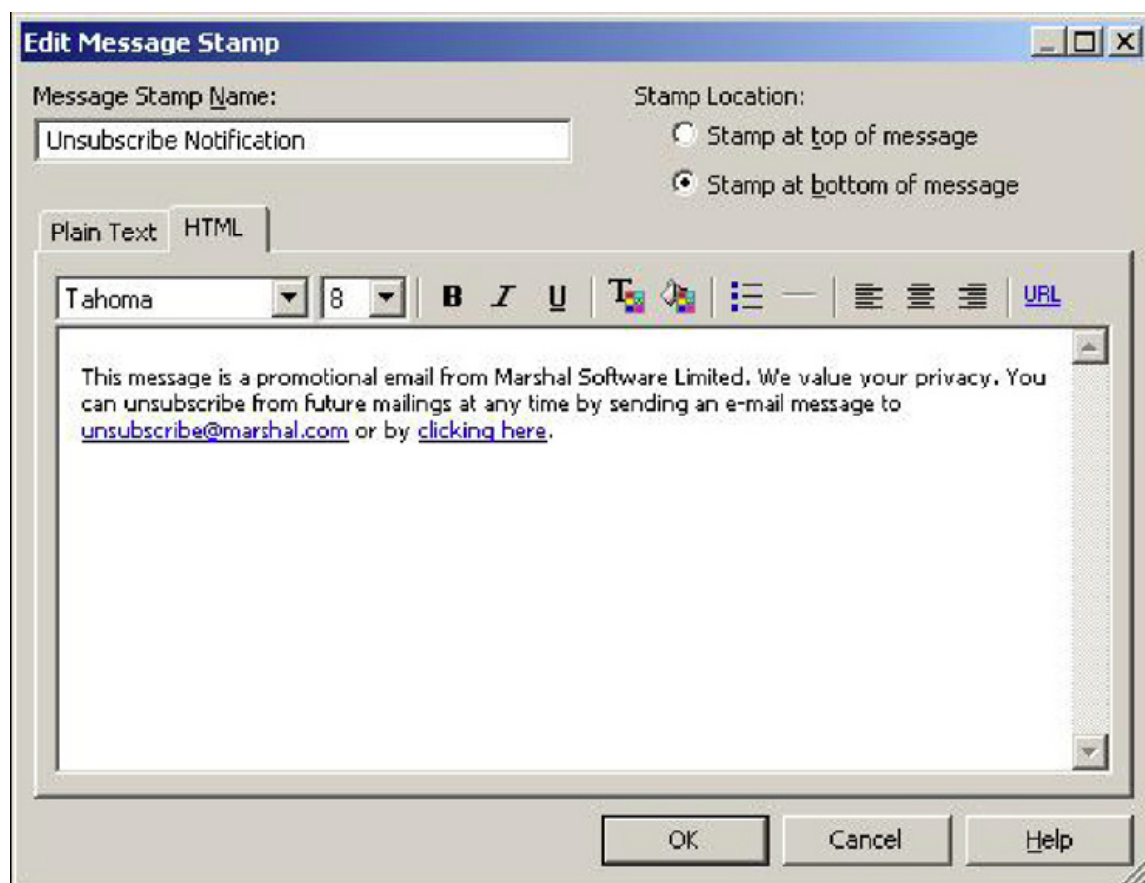
Stamping unsubscribe instructions

Leveraging MailMarshal SMTP's message stamping feature is a simple way to ensure that outgoing commercial emails always contain an unsubscribe facility. To do this, administrators should create a message stamp from within the MailMarshal Configurator similar to the one below:

In our example, the unsubscribe@marshal.com email address is a mailto link that generates a new message addressed to unsubscribe@marshal.com with the word 'Unsubscribe' in the subject line. The following HTML markup was used:

```
<a href="mailto:unsubscribe@marshal.com?Subject=Unsubscribe">unsubscribe@marshal.com</a>
```

In addition, we've included a link to our Web mailing list unsubscribe facility; by clicking on the link, the user will instantly be unsubscribed from future mailings. Our link includes the



recipient's email address as a parameter to a CGI script running on our web server. The following HTML markup was used:

```
<a href="http://www.marshal.com/marketing/
unsub.cgi?address={Recipient}">clicking here</a>
```

Notice that a MailMarshal variable, "{Recipient}", was used within the link. If a message addressed to ceo@whizbang.zz was stamped with this message, the link that would be stamped into the message would be:

```
http://www.marshal.com/marketing/unsub.
cgi?address=ceo@whizbang.zz
```

There is an important limitation to using the {Recipient} variable to populate a URL query string – messages must be addressed to only one recipient. Messages with multiple recipients will have the full recipient list within the query string, potentially causing a single unsubscribe request to unsubscribe an entire mailing list.

Now that the message stamp has been created, it is a simple matter to utilise it to stamp outgoing marketing messages. Administrators might create a rule like the one below:

Standard Rule: Add Unsubscribe Notification to Marketing Emails. This rule adds a block of text to the end of marketing messages containing instructions on the availability of our unsubscribe facilities. When a message arrives Where message is outgoing Where addressed from 'Marketing and Promotional Addresses' Stamp message with 'Unsubscribe Notification' And pass message to the next rule for processing.

Processing and enforcing unsubscribe requests

MailMarshal SMTP's dynamic groups can be utilised to maintain a list of individuals who have opted out of marketing communications from an organisation. In addition, these groups can be used to prevent marketing messages inadvertently being sent to disinterested parties, protecting the company from potential legal liability and embarrassment.

First, a rule should be created to add users to the unsubscribe list who have emailed the published unsubscribe email address. This rule should look like the one below:

Standard Rule: Process Unsubscribe Requests
This rule adds email addresses to the 'Unsubscribe Requests'

group if the remote sender has emailed the unsubscribe address. When a message arrives Where message is incoming Where addressed to 'unsubscribe@marshal.com' Move the message to 'Unsubscribe Requests' And add message sender into 'Unsubscribed Addresses'

To ensure that promotional messages aren't inadvertently delivered to individuals who have opted out of future communication, a rule could be created to block outbound marketing messages to those addresses. We've chosen to send a message to the mailing list administrator, informing them of a potential issue. It would also be possible to set up message digests on the 'Mailing List Corrections' folder to notify an administrator periodically. The rule should look like the one below:

Standard Rule: Block Marketing Message to Unsubscribed Addresses When a message arrives Where message is outgoing Where addressed both to 'Unsubscribed Addresses' and from 'Marketing and Promotional Addresses' Send a 'Policy Risk out' notification message And move the message to 'Mailing List Corrections'

Ensuring you have consent

MailMarshal can import lists of email addresses from several sources, and use those addresses to ensure that marketing materials are not inadvertently sent to users who have not consented to receiving the materials.

Lists of addresses can be entered by hand into MailMarshal, imported from text files, or retrieved from LDAP servers housing mailing lists. In addition, it is possible to use custom external commands to determine group membership from mailing list database servers.

Once the group has been imported, preventing erroneously-addressed marketing materials from leaving an organisation is as simple as creating a rule similar to the one below:

Standard Rule: Block Marketing Material to Unknown Addresses
This rule blocks marketing messages to email addresses not on our opt-in list and sends an alert to the mailing list administrator. When a message arrives Where message is outgoing Where addressed from 'Marketing and Promotional Addresses' Except where addressed to 'Opt-In List' Send a 'Policy Risk out' notification message And move the message to 'Mailing List Corrections'



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