

# Email Marketing Guidelines

## Lovevenue

**\*\*If sending e-mail traffic the publisher is required to follow Lovevenue e-mail policy:**

- 1. Mailings must not in any way refer to Digisec Media Brands mail servers, their IP-addresses and hostnames.**
- 2. The use of Digisec Media Brands IP-networks is prohibited.**
- 3. Digisec Media Brands domain names cannot be used in their traditional spelling in From, Envelope From, To, Reply-To, Organization, Subject, Received and other fields of the e-mail template.**
- 4. Exact domain names cannot also be used in headers, any URLs, Subject line and Unsubscribe links.**
- 6. Digisec Media Brands e-mail policy operates zero spam tolerance. Therefore all e-mails promoting Digisec Media Brands offers must not have any attributes defining them as spam. Neither must they contain information which may be considered offensive, racist or obscene, or any other false, misleading or deceptive information that violates any of the applicable rules and regulations, including but not limited to the laws of the countries e-mails are sent to. We reserve the right to take all necessary measures in relation to violations detected, which may result in suspension or immediate termination of any affiliate account without further prior notice.**
- 8. Unsubscriptions, hard and so bounces must be managed not on Digisec Media Brands side.**
- 9. Ready e-mail templates must be approved by Digisec Media Brands representative.**
- 10. Email. Any emails must be sent on your behalf and must not state or imply that the email is being sent on behalf of Digisec Media Brands . Any email containing Digisec Media Brands Content or branding not sourced from the Affiliate Program must be approved by Digisec Media Brands prior to sending.**
- 11. Digisec Media Brands name may not appear in the “from” line of the message**

## **E-mail traffic Terms and Restrictions:**

**Affiliate/Publisher may only send emails advertising Digisec Media Brands operated web-sites to persons who have Opted-In to receiving commercial emails either from Affiliate/Publisher and/or Publisher`s marketing affiliates and have legally transferred such permission to the Publisher.**

**The email must comply fully with the FTC Guidelines for Commercial emails, <http://www.business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business>. Specifically, the following FTC guidelines apply: - Don't use false or misleading header information. Your "From," "To," "Reply-To," and routing information – including the originating domain name and email address – must be accurate and identify the person or business who initiated the message.**

**- Don't use deceptive subject lines. The subject line must accurately reflect the content of the message.**

**- Identify the message as an ad. The law gives a lot of leeway in how to do this, but Publisher must disclose clearly and conspicuously that Publisher`s message is an advertisement.**

**- The email must have an operational opt out link.**

**- The email must contain Affiliate/Publisher address**

**The e-mail must comply with all national and state laws. For e-mails in the United States, the federal CAN-SPAM Act applies. Many states, specifically including California, also have laws regulating commercial emails. It is Executor's responsibility to comply with these laws and violations of such is subject to penalties.**

**By joining this Affiliate Program and sending commercial e-mails, Affiliate/Publisher agrees to indemnify Advertiser and its affiliates/partners/directors/owners, from all claims that the e-mails, which Publisher sends, do not comply with applicable law. Publisher will hold Advertiser and its affiliates harmless for all such claims, including reasonable attorneys' fees expended in defending such claims and all damages, penalties and other monetary awards. It's the responsibility of the Publisher to comply with the law and to receive from individuals all the required permissions and consents (Op-Ins) to receive marketing materials.**

## **WHAT IS SPAM?**

Any form of unsolicited advertising through email, newsgroups, IRC posts, and/or instant messaging clients. Any SPAM complaint regarding a LOVEREVENUE Affiliate is cause for immediate termination. This is a very serious matter. DO NOT send email to anyone you do not have prior business relationship with the e-mail recipient, including but not limited to having obtained their e-mail address through a verifiable opt-in procedure.

## **REGULATIONS YOU MUST FOLLOW as determined by CAN-SPAM Act of 2003 OPT-IN ONLY**

All Email addresses must be OPT-IN, you must have a prior business relationship with the e-mail recipient, including but not limited to having obtained their e-mail address through a verifiable opt-in procedure. We require you to maintain electronic records upon request you the affiliate must provide LOVEREVENUE with original IP and recipients name, physical address (if possible) and where you originally collected the Email address from.

a. the recipient must have expressly consented to receive the email, either in response to a clear and conspicuous request for such consent or at the recipients own initiative (active or ex-customers); and

b. if the email is from a party other than the party to which the recipient communicated such consent, the recipient must have been given clear and conspicuous notice at the time the consent was communicated that the recipients email address could be transferred to such other party for the purpose of initiating commercial email messages.

## **NO FALSE OR MISLEADING HEADER INFORMATION**

a. header information must be technically accurate, which includes an originating email address, domain name, or Internet Protocol address.

b. the 'From' field must accurately identify the person who initiated the message, and should not be false or misleading; and

## **NO DECEPTIVE SUBJECT LINES**

Any Email promoting Digisec Media Brands must have an "SEXUALLY-EXPLICIT:" warning in the subject line.

Starting May 19, 2004 sexually explicit e-mail will have to bear a label reading "SEXUALLY-EXPLICIT:" and the messages themselves will not be allowed to contain graphic material, according to new Federal Trade Commission rules.<br>

Sender must EXCLUDE from the subject heading any sexually explicit words or visual depictions. This is also the case for the "initially viewable area." of the email.

## **NO DECEPTIVE DELIVERY METHODS**

We strictly prohibit you from transmitting e-mail that makes use of or contains invalid or forged headers, invalid or non-existent domain names or other means of deceptive addressing ("counterfeit e-mail"). We also strictly prohibit you from transmitting e-mail that is relayed from any third party's mail servers without the permission of that third party, or which employs similar techniques to hide or obscure the source of the e-mail. Do NOT do this.

## **OPT-OUT LINK ON EMAIL REQUIRED**

All mail must contain a functioning return email address or other Internet-based mechanism, clearly and conspicuously displayed, that--

a. a recipient may use to submit, in a manner specified in the message, a reply email message or other form of Internet-based communication requesting not to receive future commercial email messages from that sender at the email address where the message was received; and

b. remains capable / active of receiving such messages or communications for no less than 30 days after the transmission of the original message.

c. requests for removal must be honored within 5 days, preferable sooner, or instantaneously.

## **SPAM RULE VIOLATIONS**

Should we determine, in our sole discretion that you have violated this agreement or any of its requirements, you will be terminated immediately, will be ineligible to sign up for another account, will not be paid for any traffic or subscriptions generated prior to the date of termination; and your registration information may be turned over to complaining parties.