

Spam Compliance

Spam is defined as unsolicited commercial electronic messages including email and SMS. Vision6 has numerous policies, procedures, technology and educational programs to help businesses reduce and eliminate spam. We also have a number of in-built features that aim to ensure your business is spam compliant and adheres to the essential practices of “consent, identify and unsubscribe” as outlined in the Spam Act.

Consent

You must have consent. We help you to obtain consent with our **Confirmation and Double Opt in** functionality. When subscribers opt in via your web forms, they are tagged with a time and date confirmation stamp. To send Double Opt-In emails automatic triggers can be set, allowing contacts to confirm their subscription; when this is done the contact is tagged as a ‘Double Opt In Subscriber’.

Identify

You must always identify who an email is from. Vision6 automatically includes **Business Address Details** on each email you send including: your company name, contact details and address information.

Unsubscribe

Automatic Unsubscribe Functionality: Each email you send has an unsubscribe link that allows recipients to remove themselves from your list automatically and provides a report to you.

Adding Bulk Addresses: When uploading databases from offline programs into the system, the email addresses that have previously been unsubscribed are remembered so that you don’t upload any previously unsubscribed recipients.

Global Unsubscribe: Vision6 allows you to search for subscribers in your list and unsubscribe them from the system across one or all of your lists.

Your responsibilities

Consent

Examples of “express consent” include a subscriber:

- Completing an online form and ticking a box.
- Filling in a hard copy registration form and requesting commercial information.
- Handing over business card and verbally requesting information.

Examples of “inferred consent” include:

- A work related email address that is published publicly. Such as in a website, trade magazine, or newspaper.
- When you have a long standing customer and good business relationship.

Identify

Vision6 will include your details on the bottom of every email. However it is up to you to ensure that your sender information is kept up-to-date in your Account settings and is likely to remain accurate for 30 days.

Unsubscribe

Unsubscribing must be functional, simple to use and low or no cost. Generally unsubscribing is via an automatic link within the email or via a return email with unsubscribe request. All unsubscribe requests must be honoured within five working days.

A full list of regulations and best practices are located on the [Australian Communications and Media Authority](http://www.acma.gov.au/WEB/STANDARD) website.
<http://www.acma.gov.au/WEB/STANDARD>