

## [Anchor Computer Inc - ANTI-SPAM POLICY](#)

Anchor Computer Inc and/or its third party vendor have a no tolerance spam policy. We actively monitor large import lists and emails going to a large number of recipients. Any customer found to be using Anchor Email Distribution Services for Unsolicited Commercial Email (UCE) or spam, will be immediately banned from further use of our Email Distribution Services.

### [How Anchor Computer Protects You From Sending Spam](#)

Our email distribution services are designed to distribute permission-based emails that follow the strictest permission-based guidelines:

- **Communication** - Your privacy policy should state why you are collecting your customers email address, how you plan to use their address, and that you are following all privacy and anti-spamming policies, laws and regulations.
- **Confirmation** – If we maintain your email list for subscription purposes we automatically send all of your new subscribers an email confirming their interest in receiving emails from you.
- **Unsubscribe Link** - Every email generated through Anchor must contain an unsubscribe link which automatically updates your email lists to avoid the chance of sending unwanted emails to visitors who have unsubscribed.
- **Processing Acknowledgement Form Agreement** – By signing the terms and conditions outlined in our Email Distribution Services Processing Acknowledgement Form you acknowledged that all the recipients on any email list you submit for distribution by Anchor and/or its third party vendor have agreed to receive email from you.
- **Contact Information** - all of your emails sent by Anchor must be pre-filled with your contact information.

### [Are There Any Laws Restricting Spam?](#)

Yes, the Can Spam Act (S.877) of 2003 effective January 1<sup>st</sup> 2004 is the latest federal law, however state spam statutes vary so it is important to conform to the strictest standards of both federal and state laws.

Many states have spam statutes, and they differ; each state has its own definition of unsolicited commercial email.

Additionally, there are various Federal Agencies keeping track of spam including the Federal Trade Commission. It is your responsibility to make sure you are in full compliance with all applicable state and federal laws before you submit your campaign to Anchor for distribution.

### [Indications that you might be sending spam:](#)

- You purchased a list and that list was sent to you via email or on CD ROM
- You are sending to general addresses such as: sales@domain.com, business@domain.com, webmaster@domain.com, info@domain.com, or other general addresses.
- You are mailing to anyone who has not agreed to receive email from you.
- You have falsified your originating address or transmission path information.
- You have used a third party email address or domain name without their permission.
- Your subject line contains false or misleading information.

For more information visit [The Coalition Against Unsolicited Email](#) or contact us at [E@anchorcomputer.com](mailto:E@anchorcomputer.com)