



Association for Interactive Media

## **AIM's Council For Responsible Email: Six Resolutions For Responsible Emailers**

The six resolutions are designed to safeguard receivers from getting consistently unwanted, erroneously labeled, or intentionally deceptive e-mail. Each of the resolutions complements the next and should be taken into consideration as a collective entity. In full they are:

- \* The CRE agrees that marketers must not falsify the sender's domain name or use a non-responsive IP address without implied permission from the recipient or transferred permission from the marketer.
- \* The CRE agrees that marketers must not falsify the subject line to deviate and mislead readers from the content of the email message.
- \* The CRE agrees that all email marketing messages must either include an option for the recipient to unsubscribe from receiving future messages from that sender, list owner, or list manager, or valid and responsive contact information of the sender, list manager, or list owner.
- \* The CRE agrees that marketers must inform the respondent upon online collection of the email address for what marketing purpose the respondent's email address will be used. (Inform either online or via email.)
- \* The CRE agrees that marketers must not harvest email addresses with the intent to send bulk unsolicited commercial email without consumers' knowledge or consent. (Harvest is defined as compiling or stealing email addresses through anonymous collection procedures such as via a Web spider, through chat rooms, or other publicly displayed areas listing personal or business email addresses.)
- \* The CRE opposes sending bulk unsolicited commercial email to an email address without a prior business or personal relationship. (Business or personal relationship is defined as any previous correspondence, transaction activity, customer service activity, personalized marketing message, third party permission use, or proven offline contact.)

AIM's Council for Responsible Email is the largest coalition of companies dedicated to promoting the most effective and ethical use of e-mail as a marketing and customer service tool by articulating ethical guidelines, by promoting best practices, and by serving as a forum for leaders to confer and collaborate as the industry evolves. For more information on the CRE including it's white papers, case studies, and a schedule of meeting and seminars, refer to:  
<http://www.interactivehq.org/html/cre.htm>