

Policy Review

Item	OK? Yes/no	Comments
IP's are in the Referral Partner's DPR for at least 30 days and have 90 days of sending history.		Also check if all the performance indicators are green.
Dedicated IPs		Is applicant only entity sending over the IP(s)?
Reverse DNS		Check that all IPs have reverse DNS configured.
Sender ID Compliant SPF		Are listed IPs covered under SPF Records for specified sending domains? Check http://www.vamsoft.com/spfcheck.asp
Domain Keys Check		Return Path Certification doesn't require this at this time, although we may in the future.
Whois Information Check		Does the whois info match the applicant? Check that the creation date is at least 90 days old and the expiration at least 90 days away.
abuse@ and postmaster@ Address Testing		Do test messages to the Abuse@ and Postmaster@ addresses for each sending domain go through? Have they been submitted to http://www.abuse.net ?
Abuse.net Listing		Is there an abuse listing for each sending domain? Check http://www.abuse.net/lookup.phtml
Privacy Policy Linked to Front Page and Points of Collection.		Is the privacy policy linked to all front pages and all pages where email addresses are collected?
Peer Initiated Communication Unsubscribe		Do peer initiated communications offer an unsubscribe option where the user can unsubscribe from all future mailings?

Practices Review

Item	OK? Yes/no	Comments
Subject Line Accuracy		Check that the subject line is not false or misleading in any way.
Message Header Accuracy		Do the message headers accurately represent the sending domain? Make sure that nothing in the header is false or misleading.
Functional Bounce and Reply Addresses		Check that test messages to the Reply and Return Path Addresses do not bounce.
Sufficient Consent		Does the consent match one the acceptable forms of consent per



		program standards? Acceptable forms of Consent include Double Opt-in, Opt-In with Verification, Opt-In, Pre-Selected Option with Verification, and Pre-Selected Option.
Sufficient Disclosure		Does the disclosure at the point of collection(s) clearly notify the user of what type of email they will receive and who they will receive it from?
Sufficient Privacy Policy		Does the privacy policy match the disclosure language at the point of collect? Does it match up to the applicant's actual practices? Does it contain unsubscribe instructions, full disclosure language, and a physical mailing address?
Functional Unsubscribe		Is the unsubscribe request honored? Is it as close to a one-click process as possible?
Seed/Decoy Testing		Does the mail that a recipient receives match what one would expect to receive?
Passed Open Proxy and Open Relay Tests		Check if there are any open Proxy / Relays.
Blacklists		Check for blacklisting

Additional information on our standards

1. Fully Qualified rDNS standard:

From the Sender Score Certified standards:

Accountability
I. Participating Senders must ensure that the mail infrastructure used to send Email Messages is well maintained and operated in a responsible manner.
4. The IP address(es) enrolled in Sender Score Certified must have valid reverse DNS entries. The IP address of the host name of the reverse DNS entry must match the IP address of the sending mail server.

2. Sender ID Compliant SPF Record standard:

From the Sender Score Certified Standards:

Transparency and Authentication
II. Participating Senders must ensure that Email Messages are truthful and accurately identify the source of the message.
1. Effective June 8, 2006, a Sender ID compliant SPF record must be published for all domains from which email is sent.

3. Whois listing standard:

4. Abuse@ and Postmaster@ standard:



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5. Abuse.net standard:

From the Sender Score Certified Standards:

Responsiveness

VII. Participating Senders must ensure that all parties involved in the sending of Email Messages cooperate with the program administrator to resolve any issues regarding Program Requirements by responding in 3 business days of notice, and by taking corrective action within 10 business days of notice.

1. Participating Senders must create and maintain the standard role email accounts abuse@sender.tld and postmaster@sender.tld for all of their domains that send email in order to facilitate handling complaints and other issues.
2. Participating Senders must register with abuse.net, and maintain accurate contact information in the whois database.

6. Peer-Initiated Standard:

From the Sender Score Certified Standards:

Unsubscribe

VI. Participating Senders must ensure that the Recipient's requests to discontinue receipt of Commercial or Promotional Email Messages, or Peer-Initiated Email Messages, are honored.

1. Every Commercial or Promotional Email Message, and every Peer-Initiated Email Message, sent under these Program Requirements must include an Unsubscribe option. Removal instructions must be clear, conspicuous, and easily understood. This should be as close to a 'one-click' process (such as selecting a URL) as possible.

In the case of Peer-Initiated Communications, the unsubscribe must allow Recipients to unsubscribe from all future Email Messages from the Participating Sender, whether Peer-Initiated or not.

7. DPR Performance (SpamCop Complaints, SpamCop Traps, Source A and/or B Complaints, Unknown Users, Windows Live Sender Reputation Data)

From the Sender Score Certified Standards:

Accountability

- I. Participating Senders must ensure that the mail infrastructure used to send Email Messages is well maintained and operated in a responsible manner.

2. Sending reputation metrics for the IP address(es) enrolled in the program must meet or exceed thresholds as defined in Exhibit A, Quantitative Requirements, including, but not limited to: complaint rates, listings on blacklists, spam trap hits, and unknown user rates.

8. Bounce and Reply address standard:

From the Sender Score Certified Standards:

Accountability

- I. Participating Senders must ensure that the mail infrastructure used to send Email Messages is well maintained and operated in a responsible manner.



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3. Email address list maintenance systems must be employed to reliably receive and process bounces and other replies from receiving networks. Permanent delivery errors from Email Messages sent from IP address(es) enrolled in Sender Score Certified must be processed by removing the Recipient's email address and should not exceed the levels specified in the Exhibit A, Quantitative Requirements.

9. Consent standard:

From the Sender Score Certified Standards:

Consent

V. Participating Senders must ensure that consent with appropriate disclosure or a prior business relationship exists prior to sending Commercial or Promotional Email Messages.

1. Acceptable forms of consent include:

1. **Double Opt-In:** (sometimes referred to as 'Confirmed Opt-In'): The Recipient affirmatively requests to add his/her email address to a mailing list. The Recipient receives a confirmation email and the Recipient confirms his/her request by replying or visiting a provided URL.

2. **Opt-In with Verification:** The Recipient affirmatively requests to add his/her email address to a mailing list. The Recipient receives a verification email notifying him/her of the subscription and providing clear unsubscribe instructions.

3. **Opt-In:** The Recipient affirmatively requests to add his/her email address to a mailing list.

4. **Pre-Selected Option with Verification:** The Recipient consents to have his/her email address added to a mailing list by leaving a clear and conspicuous pre-selected option intact. The Recipient receives a verification email notifying him/her of the subscription and providing clear unsubscribe instructions. Commercial or Promotional Email Messages sent under this form of consent must include clear and conspicuous identification that the message is an advertisement or solicitation.

5. **Pre-Selected Option:** The Recipient consents to have his/her email address added to a mailing list by leaving a clear and conspicuous pre-selected option intact. Commercial or Promotional Email Messages sent under this form of consent must include clear and conspicuous identification that the message is an advertisement or solicitation.

10. Disclosure standard:

From the Sender Score Certified Standards:

Disclosure

IV. Participating Senders must ensure that the following is clearly and conspicuously disclosed at the point of collection of email address and Related Personal Information (a link to a privacy statement is insufficient):

1. The nature of Commercial or Promotional Email Messages to be sent and the types of entities that will be providing content, excluding those messages sent to Recipients with whom there is a prior business relationship; and

2. Any sharing or renting of the Recipient's email address and/or Related Personal Information that will result in additional Commercial or Promotional Email Messages from (1) Affiliates and/or (2) Third Parties.

Remember, in order for disclosure to comply with the Sender Score Certified Standards, you must include these things:

1. What type of email they will receive (ie: newsletters, promotions, site updates, etc...)
2. Who they will receive the email from (ie: is their address shared or will they only receive email from COMPANY NAME)
3. The disclosure must be clear and conspicuous and located above the submit button.

Here is an example of proper disclosure:

You'll also receive our email newsletters, account updates and special offers targeted to your interests, sent to you by



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11. Unsubscribe standard:

From the Sender Score Certified Standards:

Unsubscribe

VI. Participating Senders must ensure that the Recipient's requests to discontinue receipt of Commercial or Promotional Email Messages, or Peer-Initiated Email Messages, are honored.

1. Every Commercial or Promotional Email Message, and every Peer-Initiated Email Message, sent under these Program Requirements must include an Unsubscribe option. Removal instructions must be clear, conspicuous, and easily understood. This should be as close to a 'one-click' process (such as selecting a URL) as possible.

2. All unsubscribe mechanisms must adhere to the following:

- a) Easy to Use:** Unsubscribe mechanisms may include a reply to the Commercial or Promotional Email Message sent to the Recipient or an online process described in that Commercial or Promotional Email Message with a URL. The Unsubscribe process must not require a Recipient to provide any information other than the Recipient's email address, unless the Recipient has been clearly and conspicuously notified at the point of collection that receiving Commercial or Promotional Email Messages is a requirement to receive a service, in which case a username and/or password may be required.
- b) Timely:** A Recipient's request to unsubscribe must be processed, and the request must become effective within 10 business days from receipt.
- c) Persistent:** Unsubscribe mechanisms must be functional for no fewer than 30 days following the sending of the Commercial or Promotional Email Message.
- d) Indefinite:** A Recipient's request to unsubscribe is valid and must be honored indefinitely, or until the Recipient provides his or her new consent, as defined in these Program Requirements, to receive Commercial or Promotional Email Messages.
- e) Absolute:** Once a Recipient has unsubscribed, Commercial or Promotional Email Messages may not be sent and the Recipient's email address or related personal information may not be sold, leased, or otherwise shared with Third Parties.
- f) Flexible:** If a Recipient contacts the Sender with an 'Out of Band Request' for an unsubscribe, for example, via postal mail, email to another account at the Sender (e.g., [abuse@sender.domain](#) or [postmaster@sender.domain](#)), or through a telephone call, those unsubscribe requests should be acted on in a timely manner.

3. In the case of Peer-Initiated Communications, the unsubscribe must allow Recipients to unsubscribe from all future Email Messages from the Participating Sender, whether Peer-Initiated or not.

4. In cases where a Recipient is clearly and conspicuously notified at the point of collection that receiving Commercial or Promotional Email Messages is a requirement to receive a service, the Unsubscribe option may be provided through a link in every Commercial or Promotional Email Message to a more general account administration tool (for example, 'account settings' or 'account preferences'), and may require a login at a specified web page.

