

# Email conduct during server maintenance

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Dear SpareCorp Inc. Team,

In order to maintain professionalism, consistency, and compliance with legal regulations, the following ruleset has been established for sending automated emails on behalf of SpareCorp Incorporated. Please ensure that all team members are familiar with and adhere to these guidelines when utilizing automated email systems.

## **Permission-Based Sending:**

Ensure that recipients have opted in or given explicit consent to receive automated emails from our company. Unauthorized email communication is strictly prohibited.

## **Clear Identification:**

Clearly identify the sender by including the company name and valid contact information in every automated email.

## **Accurate and Up-to-Date Content:**

Regularly review and update the content of automated emails to ensure accuracy and relevance.

## **Unsubscribe Mechanism:**

Include a visible and functional unsubscribe mechanism in every automated email to comply with anti-spam regulations. Honor unsubscribe requests promptly.

## **Personalization:**

Whenever possible, personalize automated emails by addressing recipients by their names and tailoring content based on their preferences.

## **Compliance with CAN-SPAM Act:**

Adhere to the CAN-SPAM Act guidelines, including providing a valid physical postal address, using clear and non-deceptive subject lines, and avoiding misleading header information.

## **Testing and Quality Assurance:**

Test automated emails across different devices and email clients to ensure consistent formatting and functionality. Regularly perform quality assurance checks.

## **Frequency and Timing:**

Respect the frequency preferences of recipients and avoid overwhelming them with excessive email communication. Additionally, consider time zones and optimal sending times for different audiences.

## **Sensitive Information:**

Avoid including sensitive or confidential information in automated emails. Use secure channels for communication when necessary.

## **Monitoring and Reporting:**

Regularly monitor the performance of automated email campaigns, including open rates, click-through rates, and unsubscribe rates. Report any anomalies or issues promptly.

## **Data Privacy and Security:**

Protect customer data and adhere to data privacy regulations. Do not use or share customer information for purposes other than what was initially agreed upon.

## **Training and Awareness:**

Ensure that all team members involved in creating and sending automated emails are adequately trained on these rules and are aware of the importance of compliance.

## **Review and Update:**

Periodically review and update this ruleset to align with any changes in company policies, industry regulations, or best practices.

Failure to adhere to these rules may result in disciplinary action, as outlined in the company's code of conduct.

We count on you to maintaining the highest standards in our email communication.



**Sparecorp  
Incorporated**

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*Planning*