Annotation Guidelines for Email Spam Detection System
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Labels:

1. Spam

The purpose is to classify emails that are irrelevant, promotional, or designed to mislead, or harm the recipient.

- **Useless Promotions**:
  Emails with irrelevant or excessive advertisements, such as discounts or deals that the recipient hasn't expressed interest in or subscribed to. Examples include "Unbelievable Discounts!" or repetitive sale emails.
- **Irrelevant or Unsolicited Content:**
  Emails promoting products, services, or opportunities without prior relevance to the recipient.
- **Misleading Information or Scams:**
  Emails containing false claims, requests for personal or financial details, or phishing links designed to trick the recipient.
- **Excessive Marketing Tactics:**
  Emails using urgency ("Act Now!") or offers ("You've Won!") to grab attention.
- **Suspicious Attachments or Links:**
  Emails containing unfamiliar attachments or URLs that could compromise user security.

2. Non-Spam (Legitimate Emails)

The purpose is to classify emails that are genuine, relevant, and intended for the recipient without any malicious or excessive promotional intent.

- **Relevant Communication:**
  Emails related to work, personal correspondence, or verified promotional content that the recipient has subscribed to.

- **Clear Sender Identity:**
  Emails from recognized senders, with clear sender details, and no deceptive practices.

- **No Malicious Content:**
  Emails free of phishing links, harmful attachments, or over-the-top promotional language.

- **Purposeful Content:**
  Emails that provide useful information, updates, or inquiries without ulterior motives.