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Autoresponders and Spam – What You Need To
Know

There are laws against sending spam. There are
even laws that you must adhere to when you send
out email that was requested. No matter what type
of email you are sending out, the chances are good
that the anti-spam laws apply to you in some way.

In order to be in compliance with the anti-spam laws
in various states in the US, each commercial email
that you send must include your name or business
name, your street address, city, state, zip code,
and phone number. You must also include
instructions that will allow the recipient to remove
themselves from your mailing list. If you fail to do
any of this, you are essentially breaking the law in
various states – no matter what state or country you
live in!

Protect yourself from spam complaints in any way
that you can. Make sure that when a customer
requests any type of information from you that an
email is sent requesting confirmation before any
other email is sent. If someone is placing an order
from you, include a check box on the order form,
asking for permission to send them periodic emails.
Never use your autoresponder to send unsolicited
commercial email!

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