

C-SPAM Act of 2003

The federal government passed the following law:

The CAN-SPAM Act: A Compliance Guide for Business

The CAN-SPAM Act, a law that sets the rules for commercial email, **establishes requirements for commercial messages, gives recipients the right to have you stop emailing them,** and spells out tough penalties for violations.

It covers all commercial messages, which the law defines as “any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service,” including email that promotes content on commercial websites. The law makes no exception for business-to-business email.

Each separate email in violation of the CAN-SPAM Act is subject to penalties of up to \$16,000,

Go to www.ftc.gov/spam for details.