

Email Guidelines and Restrictions.

Emails are a very serious matter and are a part of a very controlled industry. In an effort to control spamming practices, there are **Federal Guidelines** as set by U.S. Congress, that are to be followed. These include:

- 1) The inclusion of your company mailing address. Usually appears at bottom.
- 2) Inclusion of your accurate (not misleading) sender identity.
- 3) Inclusion of an unsubscribe option. Usually at bottom.

In addition, most email service providers (**Earthlink, AOL, Yahoo, Hotmail**, etc.) control email traffic for the benefit of their subscribers. These providers control your access by automatically reviewing your email before it reaches the end recipient. If you violate federal or industry guidelines these companies will automatically label you as a **spammer** and **block** or **dump** your future emails. Combined these service providers control your access to approximately 90% of brides.

Once you are branded as a spammer, it may take many months to clear your good-standing. Therefore it is very important that you approach emailing with care. In addition to the items listed above, it is the common practice of service providers is to label email senders as spammers when:

- Emails contain all uppercase (UPPER CASE) words in subject line or sender name.
- Emails contain cut-and-pasted groups of email addresses into To:, CC:, or BCC:.
- Emails arrive at service-provider's server at a high frequency from the same IP address.
- Emails arrive at service-provider's server more rapidly than one per every 5 seconds.
- Emails arrive at service-provider's server containing certain flagged or sensitive words.

BrideWorld further restricts each user through contractual conditions. Each user is:

- 1) Restricted to no more than 12 total emails to any one email address.
- 2) Restricted to no more 1 email per 14-day period and no more than 2 emails per month to any one email address.
- 3) Restricted from sharing email data or combining email messages with another company or individual. This includes every form of lending, borrowing, barter, selling, leasing, and any other type of transferring or combined use of copyrighted lists or data.
- 4) Restricted from including any message or solicitation that would promote or benefit any other expo or event, companies, or services other than that specifically appearing under 'Conditions' on your exhibit contract.
- 5) Restricted from placing the name BrideWorld in the Subject line.
- 6) Restricted from placing the name BrideWorld in any part of the sender identity.
- 7) Restricted from pasting multiple emails into To:, CC:, or BCC:, etc.
- 8) Required to clear any claims of spamming. If you are labeled by any service provider as a spammer, you will endeavor to mail a certified letter requesting clearance of 'spammer' status from each entity making claim.

All guidelines and restrictions subject to prudent modifications as dictated by the U.S. Congress or evolution of common practices in the email industry.

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