



Anti-SPAM Policy

v.3 — 06-01-2011

Each **comF5**® user must agree to this policy. comF5 has a no tolerance policy for the sending of spam and unsolicited email, and we prohibit the use of third-party, purchased, rented, or harvested mailing lists. Any affiliate or customer found using comF5 to send such unsolicited email will be immediately cut-off from use of our product and will not receive a refund for their account.

In addition, any individual who tries to remove the mandatory unsubscribe link on every comF5 email will be warned by the system that they are doing so. If the link is removed or deactivated in any way, comF5 has the right to immediately terminate the user's account and no refund will be given.

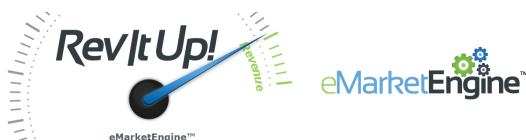
If you know of or suspect any violators, please notify us immediately at abuse@comF5.com. Every complaint will be investigated, and you will receive a response from our abuse team detailing the action we are taking to deal with the issue.

What is SPAM?

Spam is unsolicited e-mail, also known as “junk mail” or UCE (Unsolicited Commercial Email). If you send email in bulk (to more than a few recipients at a time) and the recipients have not asked to receive it, it will be considered Spam, regardless of the content. By sending email only to those who have requested to receive it, you are following accepted permission-based email practices.

What constitutes consent?

The recipient of your email has been clearly and fully notified of the collection and use of his/her email address and has consented prior to such collection and use. This is often referred to as “informed consent” or “affirmative consent.”



Is there a law against sending SPAM?

There are numerous laws restricting spam, including the United States CAN SPAM Act, signed into law on January 1, 2004. This law is specific about requirements to send commercial email and gives the federal government the right to enforce it with penalties including fines of up to \$11,000 for each violation. In addition, deceptive commercial email is subject to laws banning false and misleading advertising.

Are there exceptions to the rule?

You can send email to facilitate, complete, or confirm an agreed-upon transaction such as a purchase. This would include emailing warranty information, product updates or upgrades that regard the previously made purchase. You can also send email to individuals who through prior correspondence have requested information, responded to questionnaires or surveys. These are considered transactional or relationship messages and, like commercial email above, these may not contain false or misleading header information. Otherwise, transactional or relationship messages are exempt from most provisions of the CAN-SPAM Act.

How comF5 protects you from sending SPAM

comF5 constantly monitors for spamming activity. Should a user's campaign appear to be spamming, the campaign along with the user's email marketing option will be shut down until comF5 can investigate.

Communication – Your comF5 registration page must state why you are collecting the site visitor's email address and how you plan to use their address. Also, by accepting our license agreement you have agreed to our Privacy Policy, which includes neither selling nor renting your lists. **Verification** – comF5 automatically sends all of your new subscribers an email confirming their interest in receiving emails from you. Also, if your



contact changes their interests or unsubscribes to your list, comF5 automatically sends an email confirmation.

Unsubscribe – Every email sent from your comF5 Campaign Manager contains an unsubscribe link which automatically updates your subscriber lists to avoid sending unwanted emails to those who wish to “opt out.”

Contact Information – Every email sent from the comF5 Campaign Manager is pre-filled with your contact information including your physical address, as required by the CAN-SPAM Act.

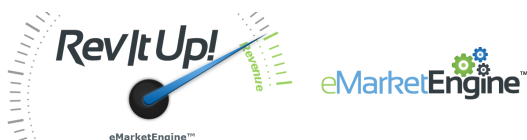
Subject Line –comF5 requires that any subject line in an outgoing email campaign must clearly relate to the content of the email message. This is also required by federal law.

Monitoring – comF5 monitors all outgoing email campaigns to ensure compliance with the CAN-SPAM Act and our Anti-Spam policy. If we identify a problem with a campaign we will contact you immediately to discuss. We not only want to assist our customers, but we also need to ensure that comF5, and its customers and affiliates, are abiding by federal law.

ISP and Blacklist Relations –comF5 has established relationships with ISP’s and Blacklists to share information with regard to policies, practices, and issues. If you are an ISP, mail administrator, or blacklist owner and would like to get in touch with us, please email operations@comF5.com.

How to Protect Yourself from SPAM: Take the SPAM Test

- Are you importing a purchased list of ANY kind?
- Are you sending to non-specific addresses such as sales@domain.com, business@domain.com, webmaster@domain.com, info@domain.com, or other general addresses?



- Are you sending to distribution lists or mailing lists, which send indirectly to a variety of email addresses?
- Are you mailing to anyone who has not explicitly agreed to join your mailing list?
- Have you falsified your originating address or transmission path information?
- Have you used a third party email address or domain name without their permission?
- Does your email's subject line contain false or misleading information?
- Does your email fail to provide a working link to unsubscribe?

If you have answered yes to any of the above questions you will likely be labeled as a spammer. For more information, visit The Coalition Against Unsolicited Email (www.cauce.org).

