

### **Why do I need permission?**

*Sending people unsolicited emails, commercial or otherwise, is against the law in many countries worldwide.*

### **Who can I send emails to?**

**People who have specifically signed up through your website** ✓

*By ticking a checkbox (not checked by default) on your sign up or sales form.*

**People who completed offline forms and indicated they wanted to be emailed** ✓

*By filling in a competition or survey form where they specifically agree to receive emails.*

**People who gave you their business card and asked to receive emails** ✓

*If someone gives you their business card and you have explained to them that you will be in touch by email, you can contact them.*

**They purchased something off you in the last 2 years** ✓

*By making a purchase from you they have provided their permission implicitly, although it is much better to explicitly ask them.*

### **Who can't I send emails to?**

*Anybody that is not covered by the list above.*

**Lists or email addresses received from a third party** ✗

*Includes any list you have purchased or rented, received from a partner or membership organization. No matter the claims of the source of this list, you cannot send emails to them.*

**Addresses you have collected or "copy and pasted" from the Internet** ✗

*Even if they look like ideal customers for you, you cannot email someone just because you found their address.*

**Addresses you haven't emailed in the last 2 years** ✗

*Permission doesn't age well. Even if you received their permission legitimately, they may not remember giving it to you. If you haven't sent something to that address in the last 2 years, you can't start now.*