



VOODOO LLC
WEBSITES AND SERVICES
ANTI-SPAM POLICY

Voodoo's Policy

Voodoo has a zero-tolerance spam policy. Voodoo's customer support actively monitors large import lists and emails sent to a large number of contacts. Any customer found to be using Voodoo for spam will have their account immediately terminated and will not be allowed to use the product. If you know of or suspect any violators, please notify us immediately at abuse@voodoovideomarketing.com.

Every email sent from Voodoo contains the primary elements required to keep commercial email anti-Spam compliant: your physical address, a notice that the email is an advertisement, plus mandatory **Unsubscribe** and **Spam Abuse** links. If these elements or links are removed or de-activated in any way, Voodoo will terminate a customer's account immediately.

What is Spam?

Spam is unsolicited email also known as UCE (Unsolicited Commercial Email). You are allowed to send email only to those who have given their permission to receive it. By law, you must always follow accepted permission-based email guidelines and get the direct consent of recipients and/or have a pre-existing business relationship with them.

Is there a law against sending Spam?

Yes. The United States federal anti-spam law went into effect on January 1st, 2004 and preempts all state laws. While this new law cannot *stop* spam, it does make most spam illegal and ultimately more risky to spammers. The law is specific about requirements to send commercial email and empowers the federal government to enforce the law. The penalties can include a fine and/or imprisonment for up to 5 years.

What constitutes consent?

The recipient of your email has been clearly and fully notified about the collection and use of his email address and has consented prior to such collection and use. This is often called informed consent.

What constitutes a pre-existing business relationship?

The recipient of your email has made a purchase, requested information, responded to a questionnaire or a survey, or had offline contact with you.

Voodoo’s permission-based philosophy:

- **Communication** – Be sure any registration pages or capture forms state why you are collecting the visitor's email address, how you plan to use their address, and that you are following the embedded privacy policy.
- **Verification** - Send all new contacts an email confirming their interest in receiving emails from you. If your contact changes his or her interests or unsubscribes, Voodoo automatically opts them out of your contact lists and sends an email confirming they have been unsubscribed.
- **Unsubscribe** - Every email generated from Voodoo contains an unsubscribe link which allows your contacts to opt-out of future emails and automatically updates your contact lists to avoid the chance of sending unwanted emails to visitors who have unsubscribed.
- **Identification** - Your email header information is pre-set in your Voodoo account information. Your email's "From" address accurately identifies you as the sender.
- **Contact Information** - all of your emails are pre-filled with your contact information including your physical address.

Don’t be a Spammer: Follow these rules!

1. Do not import a purchased list of ANY kind.
2. Never send to non-specific addresses such as: sales@domain.com, business@domain.com, webmaster@domain.com, info@domain.com, or other general addresses.
3. Never send to distribution lists or mailing lists which send or forward indirectly to other email addresses.
4. Do not email anyone who has not explicitly agreed to join your mailing list or receive emails from you.
5. Do not attempt to falsify your originating address or transmission path information.
6. Do not use a third party email address or domain name without their permission.
7. Never include false or misleading information in your email subject lines.
8. Do not attempt to suppress Voodoo’s automatic footer and unsubscribe and spam abuse links.
9. Make sure you process “manual unsubscribes” (requests that come to you via a reply to your email) within 10 days.

For more information visit The Coalition Against Unsolicited Email (www.cauce.org) or contact Voodoo Customer Support (support@voodoovideomarketing.com)

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