
required address in email template settings

Posted by styler - 2009/03/02 09:58

not sure if this is the right place to post...

I am in the 'template settings' - it requires me to put in a street address on email, although I would not like my address displayed in email template signature.

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Posted by JManna - 2009/03/03 06:12

This postal address is required per email marketing industry regulations -- CAN-SPAM Act of 2003. (Details here: <http://www.ftc.gov/bcp/edu/pubs/business/ecommerce/bus61.shtm>)

We recommend including your mailing address but you may omit your name in favor of your business name, if that's preferred.

~Joe

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Re:required address in email template settings

Posted by JRiggins - 2009/03/03 06:25

Actually the rule was clarified to include a valid PO Box according to the following provisions: <http://www2.ftc.gov/opa/2008/05/canspam.shtm>

See #3

Jerry

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