The 6-Point CAN-SPAM Act Compliance Checklist

Make sure your emails are in compliance with all rules and regulations set by the CAN-SPAM Act of 2003. The CAN-SPAM Act was created by the FTC (Federal Trade Commission), to protect consumers from misleading or unwanted emails. The act covers “any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service”.



- [ ] Accurately define your header info, including the From address, Reply To, and Domain
- [ ] Make sure the subject line accurately reflects the content of the message.
- [ ] Identify the email as an ad.
- [ ] Add your location and address in the email.
- [ ] Give your recipients away to opt-out of future messages.
- [ ] Quickly honor opt-out requests.
- [ ] Monitor what other 3rd parties (hires and companies) are doing on your company's behalf.

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