

# Fresa Technologies

Neutral IT Solution Provider

## Disclaimer

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decision. The development, release, and timing of any features or functionality described for Fresa Technologies products remains at the sole discretion of Fresa Technologies.

# ANTI SPAM POLICY

**Anti-Spam Policy:** Fresa Marketing has a no tolerance spam policy. Fresa provides a facility that enables users to send email messages to others. Users must not use this facility to send unsolicited, bulk or indiscriminate messages, whether or not for commercial purposes. Full terms and conditions concerning the use of the facility are set out at <https://www.Fresa.com/terms> Fresa Marketing's customer support actively monitors large import lists and emails going to a large number of contacts. Any customer found to be using Fresa for spam will be immediately cut-off (72hours) from use of the product.

If you know of or suspect any violators, please notify us immediately at [abuse@fresatechnologies.com](mailto:abuse@fresatechnologies.com). Every email contains a mandatory unsubscribe link – those individuals who try to remove this link will be warned that they are doing so. If the link is removed or de-activated in any way, Fresa Marketing will terminate the customer's account.

### **What is Spam?**

Spam is unsolicited email also known as UCE (Unsolicited Commercial Email). By sending email to only to those who have requested to receive it, you are following accepted permission-based email guidelines.

### **What constitutes a Preexisting 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.

### **What constitutes consent?**

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

### **Isn't there a law against sending Spam?**

The federal anti-spam law in the US went into effect on January 1st, 2004 and preempts all state laws. While this new law will not stop spam, it does make most spam illegal and ultimately less attractive 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. The IT Act 2000 in India prohibits malicious communication through electronic means.

## THE FEDERAL CAN-SPAM ACT

The Federal CAN-SPAM Act, put into law in 2003, dictates rules in sending commercial email. We at Fresa vigorously follow these rules and add a few more for added safety, they include:

- If you are sending commercial email, non-personal, business-focused email, you must have specific permission to email your recipients. You can do this by using opt-in or closed loop opt-in to sign up subscribers.
- When you use opt-in, you must make a reasonable effort to make certain the person who signed up to receive communications from you is who they say they are.
- You must honor all unsubscribe requests within 10 days of receipt and provide a reasonable way for customers to unsubscribe.
- You must hang on to evidence that subscribers have given you permission, and must be able to produce that evidence within 72 hours of request.
- The domain attached to your email must have its own privacy policy.
- You must be able to track down anonymous complaints.
- You must tell the truth in your email, from where your office is located to who is sending the actual communication.

## COMPLAINT PROCEDURE:

All Fresa Email customers are bound, by law, into following these guidelines. If you are sent an unexpected email from a Fresa customer, please let us know, but understand that there are steps you can follow:

- Click on the unsubscribe link in the unexpected email you receive.
- Contact our support staff and request that we take you off all potential emails from Fresa.
- If you feel one of our customers has sent you spam, please contact us at **[abuse@fresatechnologies.com](mailto:abuse@fresatechnologies.com)**