

Email Content Approval Checklist

Content Item	Description	Does message comply? Y/N
From Line	Must identify the sender. Company should correspond to company address and unsubscribe link in footer.	
Postal Address	Postal address of mailer should be in footer. Company should correspond with from line and unsubscribe link.	
Mailer Unsubscribe Link	Unsubscribe link for mailer should be in footer. Company should correspond with from line and postal address.	
Our Unsubscribe Link	There should be an additional unsubscribe link for us separate from the mailer unsubscribe link.	
Subject Line	The subject line should accurately reflect the offer and not mislead in any way.	
HTML & Text	The creative content should be accurate and not mislead in any way.	
	<p>Is the creative offer for any of the following?</p> <ul style="list-style-type: none"> • Sexually-oriented / Tobacco / Alcohol / Weapons • Gambling / Sweepstakes / Raffles / Contests • Medical / Ailment / Health / Diets / Vitamins & Supplements / Drugs, Herbals & Related • Search for Person / Skip Tracing / Private Investigation / Law Enforcement/ Tax Collection • Dating Services / Singles Clubs / Escort Services • Offers subject to FCRA, especially offers of credit or related to credit history or tax help • Fundraising / Requests for Donations / Charitable Contributions • Real Estate Marketing / Time Shares / Travel Packages / Cruises • "Too good to be true" / Get-rich-quick Schemes / Multi-level Marketing /Easy Money 	If yes, offer must be reviewed by Data Privacy Agent
	<p>Does the offer assume knowledge of personal data or could offer be sent to anyone?</p> <p>Example Bad You get a free apple because your birthday is this month.</p> <p>Example Good If your birthday is this month, you get a free apple.</p>	