

Guidelines for email marketing

Campaigns via email (newsletters)

The network and its publishers shall comply with the following guidelines when executing campaigns via email.

Relation between domain and IP address

- In general it is only permitted to use one IP address per domain.
- In general the same IP address cannot be used for more than one domain.
- Only when using a subcontractor for distribution of emails, e.g. through Emailvision, it is permitted to use more IP addresses per domain.

Sender's address

- The sender's address shall be transparent and shall reflect the domain and its purpose. If the consumer has signed up for a newsletter from, e.g. the domain *tilbudshjulet.dk*, the sender's address shall be *tilbudshjulet* and may not be changed continuously hereafter.
- The sender's address may not hide the commercial purpose using fictitious identities this includes personal names or addresses like: "Safe loan", "Water & summer #443", "Travel confirmation", "Bank notification" etc.
- It is not permitted to let the email appear to be a reply mail, i.e. by inserting "SV" or "RE" in the subject line.
- An email distribution may not appear to be sent directly from the advertiser, e.g. do not use brand name in the subject line
- It shall be easy to get in contact with the sender of the email.

Newsletter cancellation

It shall at all times be easy to cancel a subscription to an email or a newsletter and be in accordance with Section 6, subsection 5 of the Danish Marketing Practices Act.

Messages

- a) Messages may not contain expressions similar to: "You are the winner of...", "Your ticket #45678 has been drawn".
- b) Misleading and/or tempting methods may not be used, for instance:

- Subject line: Cancellation of your loans
- Subject line: Problems regarding delivery of Coca Cola to your address
- Subject line: Delivery of tickets for Grøn Koncert
- Subject line: REMINDER 2 Collection of open tickets from Copenhagen to Paris
- Subject line: Cancellation of consumer loan #4332 before 31 May
- “Congratulations, you are the winner”
- “Please confirm your name”
- “Your name has been drawn”
- “We need your personal information for delivery of the prize”
- “Click here to collect your prize”

Gifts:

If further conditions other than postage for shipment are added to the gift it is not permitted to use tempting expressions like:

- “Everybody gets...”
- “FREE gift for all...”
- “Everyone wins...”

Language:

The language in the country concerned must be correct. Do not use Google translate or anything similar. We will of course be happy to help you with any kind of translation

Legislation:

You must abide by the legislation in the all of the countries

We will be happy to continue being your business partner and we will always help you with good email texts, translation etc.