



SMARTHOST - ACCEPTABLE USE POLICY



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Acceptable Usage Policy

This acceptable use policy sets out the terms between you and us under which you may use the Smarthost solution we provide ("Smarthost"). Your use of Smarthost means that you accept, and agree to abide by, all the policies in this acceptable use policy.

Sending unsolicited email messages (spam) is explicitly prohibited - this policy includes any volume of unsolicited mail however large or small. This activity uses excessive resources, incurs great cost and annoys other users and recipients - we are strictly against this in any form - as a guide to this (but not limited to):

- You must ensure that all people you send to are fully 'opt-in', have consented to receive emails from you and are therefore specifically 'expecting' to receive emails from you.
- Be careful if you 'buy' email lists. It is your responsibility to ensure that they are all 'opt-in' addresses. Typically the recipients were not expecting your email and it is likely to generate complaints of you spamming them.
- You are not permitted to send emails to recipients where you have harvested their addresses. This includes but is not limited to the use of software or companies to harvest email lists.
- Any reports of spamming will result in the immediate suspension of your service pending investigation. If found to be true your account will be terminated without any refunds.
- Messages are limited to a maximum of 100 recipients per single message.
- You must ensure your 'from', 'return to', and 'reply to' addresses are correctly configured and valid addresses.
- Your mail server must be able to accept and process 'mailer daemon' and 'delivery status' messages.
- Email message headers and envelopes must not be missing, malformed or forged.
- Email message subject lines must not contain false or misleading information.
- If sending to a mailing / distribution list (or the same message to a large number of recipients) you must include a working 'unsubscribe' link or Internet based method to process any unsubscribe requests (a telephone / postal based method is not sufficient). Any removal requests should be processed within 7 days and (if at all possible) before sending out another mailing to avoid / minimise the risk of complaints.

- If you do receive any spam complaints the recipient should be removed from your mailing list. If you believe the complaint was an 'error' you may wish to contact them one further time or by another method (telephone, post etc.) to confirm if it was a mistake and if they wish to be re-subscribed to your list.
- Posting the same or similar message to one or more newsgroups (excessive cross-posting or multiple-posting) is explicitly prohibited.
- Make sure your emails are compliant with the laws of the countries you are sending email from and to. E.g. CAN-SPAM Act. Ensure that your message includes your valid physical address in any commercial / advertising / mailing list emails you send and always an option to 'opt out'.
- Complaints of any nature may lead to the immediate suspension of your service and possible closure of your account.
- Suspended or terminated accounts will not qualify for any refund.
- Resilient Business Systems reserves the right to charge for our time, system resources and any associated costs incurred whilst dealing with complaints from emails you send.

Changes to the Acceptable Use Policy

We may revise this acceptable use policy at any time. You are therefore expected to check our most up-to-date policies on the Terms and Conditions Page of our website at www.resilientsystems.co.uk/terms-and-conditions to take notice of any changes we make, as they are legally binding on you.