

WHAT EMAIL MARKETING DEVELOPERS NEED TO KNOW ABOUT MARKETING PRIVACY LAWS

Marketing privacy laws set the tone for consumer expectations. Here's what you need to know.

Know These Laws:

For EU-based businesses and audiences

- General Data Protection Regulation (GDPR)
- The ePrivacy Directive

For US-based businesses and audiences

- Controlling the Assault of Non-Solicited Pornography And Marketing (CAN-SPAM)
- California Consumer Protection Act (CCPA)

For Canada-based businesses and audiences

- Canada Anti-Spam Legislation (CASL)

Make email marketing compliance easier with these five tips.

1

DOUBLE UP ON THE OPT-IN

Double opt-ins improve your email list, lower the cost of your email marketing programs, and provide a clearer route to getting explicit consent.

2

KEEP YOUR RECORDS UP-TO-DATE

You need to be able to prove that you've received valid consent and have proof of it.

3

DON'T FORGET TO OFFER AN OPT-OUT

Give your subscribers the option to unsubscribe from your emails. Provide a global opt-out but let your customers customize their experience with a preference center of the types of emails to receive—Don't make Unsubscribe all the only option available.

4

AND PROCEED WITH EXTREME CAUTION WHEN BUYING EMAIL LISTS

Privacy laws make buying lists cumbersome, they don't perform well, and they often contain inactive/outdated emails.

5

BE HONEST ABOUT WHAT YOU'RE ABOUT

Make your proposition clear, simple, and then deliver on it and always be direct about who you are.

Ready to talk email and privacy? [Drop us a line to schedule a consultation.](#)

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