



DOs & DONTs of using ENDMILE Email services platform

General

The terms & conditions stated in this document are drafted with the intention of providing customers better services by complying with the Anti-Spam regulations.

Please familiarize yourself with this document before starting to send emails using EndMILE Email Marketing platform and abide by them to avoid termination of service.

EndMILE will not be liable for any damages and/or expenses incurred by the Client and/or the end users on account of the Services rendered by EndMILE to the Client under this arrangement

By using endMILE's Bulk Email Services, you are agreeing to the following Terms & Conditions.

EndMILE Technologies' Anti-Spam Policy

- EndMILE Technologies never encourages any kind of Spam through its email marketing platform - neither directly nor indirectly.
- EndMILE Technologies requires all its customers to send with opt-in data. Permission based implies that the subscriber must have opted-in (preferably double opt-in) to receive email communication from sender (the Customer). EndMILE Technologies reserves the right to terminate the services if data is not opt-in.
- EndMILE Technologies encourages its Clients to get subscriptions or opt-ins from their respective customers in following ways o Sign-up form on client's website
 1. Sign-up form at a point of sale designated by the client
 2. Sign-up form through an email originating from the client asking users to subscribe.



- Customer's email addresses coming from blacklisted emails list, unsubscribed list, abused email list, messages sent to such addresses will be considered Spam.
- EndMILE Technologies reserves the right to terminate services of any user/account found sending Unsolicited Commercial Email (UCE).
- EndMILE Technologies requires all its customers to serve policies/guidelines/rules of ISPs Gmail, Yahoo and Hotmail etc. also need to follow rules/guidelines of endMILE Technologies. EndMILE Technologies reserves the right to terminate the services if there is violation of the same.
- Whatever anti-spam features we would add in the future, you are agreed to use platform/services along with newly added features.
- EndMILE Technologies requires all messages sent through its platform to include sender Company's unsubscribe instructions in the body or, so that recipient members can unsubscribe themselves from the list if required. (this is default feature of our platform)
- Email Platform will NOT BE USED for
 - o Sending out emails containing information of any kind that is unlawful, threatening, vulgar, derogatory, defamatory, obscene, pornographic, abusive, or otherwise objectionable or violates any law or infringes or violates any rights of any other person or entity, introduces virus, worms, harmful code and/or Trojan horses on the Internet
 - o Sending out emails that intentionally or unintentionally violate any applicable local, state, national or international law, including but not limited to any regulations having the force of law
 - o Sending out emails with an invalid "From:" and/or "Reply-to:" address.
 - o Sending out emails under someone else's name in "From:" and/or someone else's email address in "Reply-to:" address
 - o Sending communication to Group ids or mailing lists without permission.
 - o Sending transactional/promotional emails without following the



policies/guidelines/rules of ISPs Gmail, Yahoo and Hotmail etc. EndMILE Technologies reserves the right to terminate the services if there is violation of the same.

- o Sending out emails to subscribers who have opted-out from your mailing list(s) at any point of time.

EndMILE Technologies reserves the right to terminate the services of Client without prior notice in any of following cases,

- o Client sending emails to unsubscribed/purchased list of email addresses
- o Client sending illegal content as mentioned in the anti-spam policy
- o Client has transmitted and/or continues to transmit Spam.
- o Client is violating the rule/guidelines/policies of ISPs like Gmail; Yahoo & Hotmail etc. also need to follow rules/guidelines of endMILE Technologies.
- o We (endMILE Technologies) will terminate use of Bulk Mail Services with immediate effect and without prior notice for any customer found using EndMILE Technologies' Email services for spam considering it as violation of the terms of use stated in this document.