



## Email List Rental Agreement

Two Blue Hill Plaza | Pearl River, NY 10965 | Office: 845-920-1515 | Fax: 845-920-1516

The email addresses blasted on behalf of the list user are proprietary to Reach Marketing and its partners. The list user agrees that the email campaign designed around the use of the list will be conducted in accordance with all applicable laws and industry best practice standards.

The list user agrees to be solely responsible for the content of the email and will ensure that the message will not contain any data gathering device or unlawful, libelous or deceptive information.

The list user agrees to the following in order to comply with the federal CAN-SPAM Act of 2003:

1) The advertiser will supply a suppression file of email addresses containing all those that have opted out of all previous email marketing efforts. 2) The advertiser must include its physical postal address in the body of the email message. 3) The subject line and message content may not be deceptive in any manner. 4) If the provided email message does not contain a single step opt out mechanism, the vendor will provide one. The advertiser will be able to obtain these opt-out email addresses from the vendor after the blast. These opt-out emails must be applied to the advertiser's global opt-out list within 10 business days of the blast date. The advertiser may not use these email addresses for any other purpose other than suppression from future email blasts.

The list user is unconditionally liable to Reach Marketing and its partners for any improper use of the email list data and expenses or damages caused by breach of this agreement. List user agrees to reciprocal rental if the list user has a list on the market.

The list user agrees that the above provisions are effective for a 12-month period beginning on the signature date below and that the provisions apply for every subsequent email blast order placed within this time period. This agreement is binding for any list managed by Reach Marketing.

**Advertiser Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Full Address:** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **2020**