

## Mass Mail Policy

Pipe Ten's Mass Mail Policy (MMP) is provided to give the Subscriber a clear understanding of what Pipe Ten expects of them while using the shared email service. All Subscriber's of Pipe Ten's Internet services including those who access some of the services but do not have a Pipe Ten account, as well as those who pay a service fee to subscribe to the services, must comply with this Mass Mail Policy (MMP), the Acceptable Use Policy (AUP) and the Terms of Service (TOS).

Please note that Pipe Ten's primary mail service is a shared service used by many customers, as such "Fair Usage" rules apply to protect the needs of the many over the few. It is important to distinguish the difference between 'normal usage', 'mass mailing' and 'abusive usage' which is clarified below. Pipe Ten strictly prohibits sending SPAM, UCE and the incorrect and illegal usage of the mail protocol in all forms.

### -- Mass Mailing Sending Guidelines --

Any email sent by a Subscriber which forms part of a list must:

- Have been requested by the recipient (opt-in).
- Be recognisable to the recipient as being from a business or individual from which they have explicitly requested to receive emails from.
- Have clear and easy unsubscription options, ideally by the use of a website link and automated unsubscription.
- Not contain or link to any of the following:
  1. Spam/unrequested information.
  2. Malware or Virus.
  3. Material of a sexual or adult nature.
  4. Material of offense or illegal nature (including but not limited to libel, copyright, racism).
  5. The encouragement of any illegal behaviour.

Subscribers must adhere to the following when sending mass mailings:

- Size: Pipe Ten imposes a size restriction upon its mail service. Subscribers are not permitted to send files larger than the upper limit OR attempt to bypass such limitations. Email is a communication protocol, FTP is a File Transfer Protocol and is recommended for sending large files electronically.
- Quantity: Any Subscriber sending more than 5,000 mass emails per month from the web servers must contact support for prior approval.
- Frequency: No more than 1 email per second may be sent to any mail server in order to ensure availability for all customers.
- Timing: Subscribers are asked to time any mass mail to be outside of core UK working hours to minimise load spikes upon Pipe Ten's email service.
- Unsubscription options be a single step process/link to a website, clearly visibly and not require the sending of a "remove me" email.

Pipe Ten also recommend that:

- HTML emails are optimised and contain either text alternative or link to a html page for online-viewing (also containing unsubscription links).
- Attachments are kept to a minimum. In most circumstances PDF and other brochure like materials should be presented as a link to the file hosted on your web space, rather than as an attachment.
- Images are linked within HTML or RTF emails to versions hosted upon your web space and not attached or embedded in the email.

### -- Receipt Guidelines --

Any domain entitled to receive email on Pipe Ten's shared mail service should in volume constitute of no more than 95% spam. Pipe Ten reserves the right to suspend any mailbox or domain due to it being a target of excessive inbound spam in order to protect the stability and availability of this shared service.

## -- Prohibited forms of Email --

The following use of Email is STRICTLY NOT PERMITTED:

- Unsolicited Commercial Email (UCE): This is defined as sending a commercial email to someone who has not requested the information.
- Mail Bombing: Defined as sending large volumes of mail either in quantity, size or frequency with malicious intent to impede another person's use of electronic mail services.
- Email Forging: Defined as forging any message header, in part or whole, of any electronic transmission, originating or passing through Pipe Ten's servers.
- Harassment: Defined as sending one or more emails to a recipient where the recipient has previously requested that you cease mailing or if a Subscriber fails to unsubscribe recipients in a timely manner.
- Accidental Involvement: The Subscriber is responsible for the security of their login/mail credentials and any mail sent using them. As such, the Subscriber is entirely responsible for damages or losses incurred by any virus or other malware sent via Pipe Ten's service either knowingly or not.

## -- Prohibited use of Email mailing lists --

The following use of mailing lists are STRICTLY NOT PERMITTED:

- Acquired Mailing Lists: Pipe Ten considers the acquisition and sending of any email list of any nature (be it targeted, opt-in, opt-out, yellow-pages) via its servers as Unsolicited Commercial Email.
- Old/Dated Mailing Lists: Any lists sent via the Pipe Ten mail service must have a less than 25% failure rate across its whole. Pipe Ten do not provide data cleansing or mailbox verification services.
- Website Promotion: Subscriber's may not host, or permit hosting of, websites or information that is advertised by UCE from other networks. The Subscriber must not use any illegal or questionably legal method, to promote their website hosted on their Pipe Ten account. This includes using a free or alternative email service to send spam email, make automated form submissions or make newsgroup postings promoting a website hosted with Pipe Ten or containing any return/reply-to email address on a domain hosted upon Pipe Ten's servers.

Pipe Ten takes a zero tolerance approach to the sending of Unsolicited Commercial Email (UCE) or SPAM over their network. Very simply this means that Subscribers of Pipe Ten may not use or permit others to use Pipe Ten's network to transact in UCE or SPAM. There are NO second chances when it comes to the distribution of UCE and SPAM, if a Subscriber's account is found to violate Pipe Ten's MMP the account may be deleted immediately and without prejudice. Additional charges may be imposed for dealing with any breach of these guidelines as defined in the AUP.

If a Subscriber is ever in doubt if their mailing or list is of sufficient quality to not violate Pipe Ten's MMP they are advised to contact Pipe Ten's support team who will be happy to offer their assistance.