

Mail Policy

Summary

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 services. All Subscribers 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.

Contents

1. Service Types
2. Service Limitations
3. Prohibited forms of Email
4. Prohibited use of Email mailing lists
5. Sending Guidelines
6. Receipt Guidelines

1. Mail Service Types

mail.pipeten.co.uk is our shared email service, for business critical and timely emails. **Not for mass mailing.**

(d)webform.pipeten.co.uk is the web server relay service, for the sending of critical and timely emails from web servers of moderate recipient size.

mailer.pipeten.co.uk is the mass mailing service, for the sending of non-critical and less-timely emails from any location and of any recipient size.

Service	Business Critical	Time Critical	Reputation Critical	Suitable For
mail.pipeten.co.uk	Yes	Yes	Yes	Business email
(d)webform.pipeten.co.uk	No	Yes	Yes	Website email
mailer.pipeten.co.uk	No	No	No	Mass emailing

2. Mail Service Limitations

In order to ensure availability, performance and deliverability it is necessary to apply soft limits to the mail services to prevent spamming, abuse and accidental misuse as outlined below:

Service / Soft Limitations	Inbound Monthly	Outbound Monthly	Per Email Recipient Limit	Per Email Size Limit	Rate Limit
mail.pipeten.co.uk	< 10,000	< 10,000	50	20MB	1/sec
(d)webform.pipeten.co.uk	n/a	< 10,000	None	None	Some*
mailer.pipeten.co.uk	∞*	∞*	None*	∞*	None*

* = Subject to 'fair usage'

E-mail usage is very subjective, if you're at all unsure about your needs or the limitations please do not hesitate to contact us.

3. 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 manor.
- **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.

4. 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 10% failure rate across its whole. Pipe Ten do not provide data cleansing or mailbox verification services.
- **External 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.

6. 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 requested emails.
- Have **clear and easy unsubscription** options, ideally by the use of a website link and automated unsubscription.
- **Not containing, linking or promoting** any of the following:
 - Spam/unrequested information.
 - Malware or Virus.
 - Material of a sexual or adult nature.
 - Material of offense or illegal nature (including but not limited to libel, copyright, racism or the encouragement of such activities).
- Be **sent via the appropriate mass mailing/relay server** and **NOT the shared mail service** if the number of **recipients exceeds 100**.

Subscribers must adhere to the following when sending mass mailings:

- **Size:** Pipe Ten imposes a **size restrictions** on 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. Further information on limits by request to the support team.
- **Quantity:** Any Subscriber sending **more than 10,000 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.

7. 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.