



MailServe & MailDirect AntiSpam Policy

2015-16

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QLC is committed to permission-based email marketing practices and as a result has established this no-tolerance Anti-Spam Policy for all services under MailServe and MailDirect. QLC will occasionally update this Anti-Spam Policy. When it does, QLC will also revise the “last update” date at the top of this Anti-Spam Policy and notify the customer by placing a notice on its web site home page.

What is Spam?

Spam is commercial email or unsolicited, bulk email, including “junk mail”, which has not been requested by the recipient. It is intrusive and often irrelevant or offensive, and it wastes valuable resources. Spam messages are the opposite of permission-based email, which are normally anticipated, personal, relevant and/or associated with a pre-existing business or personal relationship. Inappropriate newsgroup activities, consisting of excessive posting of the same materials to several newsgroups, are also deemed to be spam.

Preventing Spam

At the time of signing up for the services offered by QLC, the Customers, as a part of the terms and conditions set forth, impliedly or expressly, in the agreements for purchase or use of the services, agree to comply with Anti-Spam Policy of QLC detailed herein. Specifically, each customer agrees not to use the products or services offered by QLC to send unsolicited email or bulk email, whether or not for commercial purposes. QLC reserves the right to determine, in its sole discretion, what constitutes actionable spam, as well as what measures are necessary in response to and in prevention of such spam activities.

How QLC Helps You to Avoid Spamming

QLC has developed its Internet marketing tools as strict permission-based application. This anti-spam policy is implemented through the following

- **Communication and Agreement**

Customer’s agreement with QLC at the time of signing up as purchaser or user of the QLC products and services also include the agreement that the Customer will abide by the Anti-Spam Policy set forth by QLC. The Customers are further provided, by QLC, with list of purposes and manner in which site visitor’s addresses may be collected by such customers.

- **Unsubscribe Option**

Each email created using QLC products and services must contain an ‘unsubscribe link’ and the Customers are not to remove or deactivate the ‘unsubscribe link’. In the event of the Customer attempting to remove the ‘unsubscribe link’, a warning will be issued to such Customer that they should refrain from doing so. However if the Customer persist in having the link removed or deactivated in any manner, QLC shall have the right to close the account of the Customer, and further terminate the services provided by QLC to the said Customer, without notice.

- **Purchased Mailing Lists**

Mass mailing to purchased email lists are not allowed. QLC only allows opt-in mailing lists. Purchased or inherited lists are by definition not opt-in. Similarly, Customers cannot use an email list relating to a particular subject matter for an unrelated topic.

Laws Restricting Spam

Spam laws vary from country to country. QLC's Anti-Spam Policy has been developed to conform to the highest commercially reasonable standards. Including but not limited to the general prohibitions against all spam activities, the following are expressly prohibited:

- Use of false headers, or other false information, to identify the point of origin or the transmission path of the email, or to hide the true origin of the email sender,
- Unauthorized use of a third party's Internet domain name or to make it appear that the third party was the point of origin of the email,
- Use of any false or misleading information in the subject line of the email, and
- Aiding or abetting the use of the products or services of QLC for any spam activities in general and including, not limited to, the above activities expressly mentioned.

Questions to Ask Yourself

To help in establishing whether you are participating in activities constituting spam, ask yourself the following questions:

- Are you sending unsolicited commercial or bulk email to non-specific addresses, such as info@domain.com or sales@domain.com?
- Have you deliberately falsified your transmission path information or originating address?
- Are you sending email to mailing lists or distribution lists, which is then sent indirectly to various other email addresses?
- Have you imported, for use, a purchased list of any type?
- Are you continuing to email anyone who has requested deletion from your mailing list?
- Does your email not provide a fully functioning link to unsubscribe?
- Does your email subject line contain false or misleading information?
- Have you used a third party's email address or domain name without the party's consent?

If your answer is 'yes' to any of these questions, you are likely to be involved in spam activities, and should contact QLC customer support service at support@qlc.in

Measures to Enforce the Anti-Spam Policy

Customers are warned at the time of purchase or use of the services of QLC that if the Customers participate in spamming activities they are liable to be penalized and will be subject to legal action apart from the discontinuance of service. A Customer shall also be deemed to be involved in spamming activities if the purchase of QLC's products or services by such Customer is for the purpose of aiding or abetting spamming activities.

QLC strictly prohibits Spam activities. QLC has the right to actively review its customers' subscriber lists and email for suspiciously large broadcasts. If QLC apprehends or notices any customer to be involved in spamming, it will warn the Customer to refrain from spamming activities. In case the Customer does not respond to the warning forthwith, QLC will have the right to close the account of the Customer and discontinue the service provided to such Customer. QLC shall also have the right take appropriate legal action against the Customer in addition to the penalty fixed under this policy. It is specifically provided that in case the Customer's spamming activities are noticed to be of serious nature, QLC shall have the right to take corrective action immediately, which would include discontinuance of service to such Customer, without notice or warning.

False Spam Complaints

QLC supports the efforts of various organizations working to responsibly eliminate spam activities. However, if an individual has opted-in to receive email from a customer of QLC, and then falsely or maliciously files a spam complaint against QLC or its customers, QLC will cooperate fully with the appropriate agencies to ban the complainant from the use of anti-spam software and the Internet community.

Penalty

Notwithstanding the right of legal remedy that QLC shall have against the Customer involved in spamming activities through the use of QLC's products or services, any Customer breaching QLC's AUP that results in an abuse-notification being lodged against the customer or QLC will be charged a penalty of Rs. 10,000/- for the first occurrence; in the event of the incident resting in a blacklisting of QLC's IP-addresses with any online RBL service, the customer will be charged a penalty of Rs. 25,000/- for the first instance. For all subsequent occurrences, QLC may, at its sole discretion, levy a penalty of Rs 25,000/- per such occurrence. Moreover, if QLC apprehends or notices that the Customer is involved in spamming activities through the use of QLC's products or services, QLC will have the right to suspend all services to the Customer without any refund of the subscription charges. Any inaction or delay by QLC to penalize or forfeit as provided herein shall not be construed as waiver of its rights and privileges.



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