

# Anti-Spam Requirements for Sending Emails from Alchemer

Because we offer Email Campaigns as an option for sending out your survey, we are considered an email service provider (ESP). Thus, we are required to enforce spam laws. Spam negatively impacts deliverability rates, and we want to ensure that when you send an email campaign, your emails make it to your contacts' inboxes. As such, we have rules that must be adhered to in all countries. You may also find that your country has additional requirements.

## Requirements for Alchemer Email Campaigns

- An unsubscribe link must be included in the [footer of all Email Campaigns](#).
- A physical address must be included in the [footer of all Email Campaigns](#).
- We require that your emails comply with the [US CAN-SPAM Act](#). If you break the rules, you could be liable for hundreds of dollars for each recipient that you sent non-compliant messages to. *Even if you are outside the US, our email servers live in the US. We have to make sure all US standards are observed.*
- In addition to CAN-SPAM rules, you must comply with the anti-spam laws of the countries where your recipients live.

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