

**DMAS Commercial Electronic Messaging Compliance - Email Marketing Checklist
As of 1 June 2007**

	Required by Spam Control Act	Required by DMAS Code of Practice
1 Is the subject line honest, clear, legal and decent?	Yes, for all commercial emails	Yes, for all commercial emails
2 Is the body of the message honest, clear, legal and decent?	Yes, for all commercial emails	Yes, for all commercial emails
3 Is the marketer clearly identifiable from the Sender and/or Subject fields?	Not specified	Yes, for all commercial emails
4 Is the subject matter of the email clearly identifiable from the Sender and/or Subject fields?	Yes, for all bulk commercial emails	Yes, for all commercial emails
5 Has the intended recipient requested to or consented to receive this message? If yes, proceed to question 9.	No <ADV> required	No <ADV> required
6 Has the intended recipient unsubscribed to receiving communications from you? If yes, do not send this email.	No commercial email allowed	No commercial email allowed
7 Do you not have consent or are you unsure as to whether or not you have consent to send this message to this recipient?	<ADV> required	<ADV> required
8 Are the first six characters of the Subject precisely '<ADV> '?	Yes, for all bulk commercial emails	Yes, for all bulk commercial emails
9 Is the physical address of the marketer included in the body of the message?	Not specified	Yes, for all commercial emails
10 Is there a valid return email address in the message which can be used by a recipient to unsubscribe from receiving future emails from this marketer?	Yes, for all bulk commercial emails	Yes, for all commercial emails
11 Is the Unsubscribe feature easy to find and use?	Yes, for all bulk commercial emails	Yes, for all commercial emails
12 Is there a version of the Unsubscribe feature in English?	Yes, for all bulk commercial emails	Yes, for all commercial emails
13 Is the Unsubscribe feature working properly?	Yes, for all bulk commercial emails	Yes, for all commercial emails
14 Are you able to comply within 10 working days if a recipient chooses to Unsubscribe?	Yes, for all bulk commercial emails	Yes, for all commercial emails
15 Does the email contain your privacy policy or a link to it?	Not specified	Yes, for all commercial emails

Please note that this Checklist is not intended and should not be taken as a substitute for professional legal advice and marketers are encouraged to consult their own legal counsel to ensure their communications are in full compliance with Singapore law.