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## **Center for Performance Development, Inc.**

### **Electronic Mail Advertising Policy**

Updated: December 1, 2008

#### **Preamble:**

The Center for Performance Development, Inc. (C4PD) takes the matter of unsolicited email very seriously. As such, we have put forth the following guidelines:

#### **Purpose:**

Any email sent out by C4PD is for the purpose of educating recipients on current issues facing businesses, with a link back to C4PD's website for the purpose of learning more about the solutions that C4PD can provide regarding the topic presented in the email.

#### **Unsubscribe Policy:**

Every educational email sent by C4PD contains a link that will generate an unsubscribe email to the mailing list manager. The CAN-SPAM Act of 2003 requires businesses to comply with an unsubscribe request within 10 days: at C4PD, our objective is to remove email addresses within 3 business days from the date the request was received, insuring compliance with any email recipient who does not wish to receive our educational emails.

#### **Mailing List Policy:**

C4PD does not purchase lists from any source. Our email list is comprised of professional contacts, potential clients who have shown an interest in learning more about C4PD's business offerings, and both current and past clients that C4PD would like to keep updated on current business topics. C4PD does not sell, give away, or in any way make available its email list to any person or business outside of C4PD.

#### **Compliance:**

All C4PD personnel who may come in contact with the C4PD mailing list at any time will be informed of this policy before such contact is allowed to occur.

For more information, please feel free to contact C4PD at (309) 454-3038.

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