

Marketing Cloud Account Engagement

Permission-Based Marketing Policy

Marketing Cloud Account Engagement requires permission-based email marketing. Our customers certify that they will use our services only to send email to customers and prospects that have expressly consented (opted-in) to receive them. Our customers are forbidden to transmit spam via our system and/or the Marketing Cloud Account Engagement Services. “Spam” is unsolicited commercial email, junk email, or bulk email that has not been requested by a recipient.

Marketing Cloud Account Engagement Customers: Prohibition Against Spam

Our customers may not use the Marketing Cloud Account Engagement Services or the products or services provided through or in connection with the Marketing Cloud Account Engagement Services to send spam. Our customers agree not to send emails via our system unless the recipient has explicitly opted-in to receive email directly from the customer. For any opt-in list of email addresses used in Marketing Cloud Account Engagement’s system, customers agree to provide us with the source of the addresses, the method used for recipient opt-in, details surrounding the process used, and whatever other information relates to the transaction or sign-up process. This includes, but isn’t limited to, date and time of sign up, IP address of signup, website signed up from, disclosures provided in connection with the signup, manner of obtaining agreement, and whatever other information the customer asked of the recipient at point of sign up.

Our customers certify that they will not use rented, traded, or purchased lists, email append lists, or any list that contains email addresses captured in any method other than express, customer-specific opt-in when using our system to send emails. The use of opt-out lists for such communications is prohibited in our system. Marketing Cloud Account Engagement retains the right to review customer accounts and emails to verify that customers are abiding by the privacy and permission policies set forth herein. Our customers are required to comply with our policies and all applicable laws. Buying lists of email addresses from third parties and sending bulk emails to the addresses on that list is expressly prohibited and may result in the suspension and eventual termination of the customer’s account.

Customers agree that an unsubscribe or opt-out option will be automatically appended to every email sent via Marketing Cloud Account Engagement. If an email is sent with an unsubscribe option removed in any way outside of an appropriate transactional email send, it will be considered a violation of this policy and may result in termination of a customer’s account.

In the event that a customer violates any one of our usage rules, Marketing Cloud Account Engagement reserves the right to suspend or terminate, without notice, access to the customer’s account and all related data.

Email Recipients: Reporting and Addressing Complaints

Unsubscribe from the email with the opt-out option of your choice and send us a message to notify us of spam. To report abuse directly to Marketing Cloud Account Engagement, please click [here](#). Alternatively, or in addition, feel free to report the message to a spam reporting entity. For example, Spamcop at www.spamcop.net provides an easy way to report unwanted mail as spam. You can also use your email provider's (Gmail, Hotmail, Oath) "report as spam" mechanism to notify the ISP that the message is spam. ISPs use this information to determine good senders from bad senders, and we regularly work with ISPs to take action based on that data.

We receive, investigate, catalog, and take appropriate action based on complaints we receive.

Our customer will be notified of the complaint and may be required to provide account access for an independent review of the complaint received. During this review, the email address will be unsubscribed from all future mailing. Additionally, our customer will need to provide information regarding the source and opt-in method of selected email addresses in their overall database or of the specific complaint.

If our customer is unable or unwilling to provide explicit opt-in information, the customer's account privileges may be suspended and eventually terminated at Marketing Cloud Account Engagement's discretion.

If you have any questions about our legal policies, visit the [Legal Information](#) page.