



**Do you send commercial information by e-mail?**

**You're bound to: certain e-mails, newsletters, etc.**

**Do you do it properly?**

**There are anti-spam laws<sup>1</sup> in the EU and USA.**

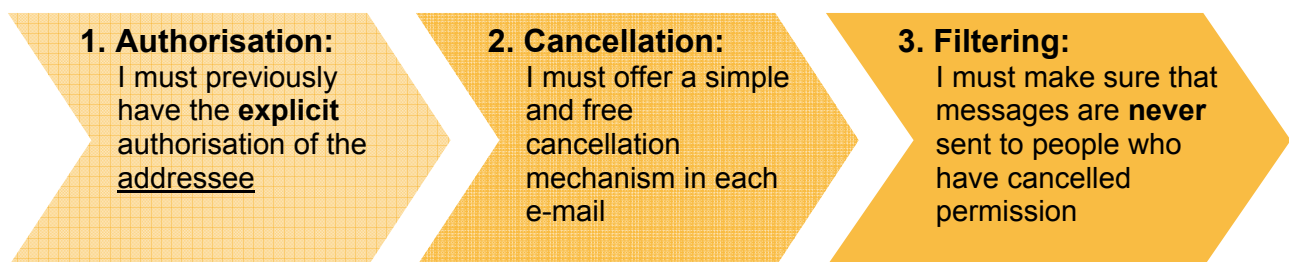
The question for any sales or marketing department is now:

**Can I continue to use e-mail as a sales tool?**

**The answer is YES**, if you respect regulations. How?

- by meeting all the requirements to ensure it is not SPAM<sup>2</sup>
- by taking the appropriate precautions to not breach the Personal Data Protection Act

The following requirements must be met to not send SPAM<sup>2</sup>:



**Don't send Spam:** Computerise compliance with the law using **e-Polite® Filter**

- **e-Polite Filter®** is a powerful **outgoing** e-mail filtering system that automatically manages the transmission of a company's e-mails to improve the **efficiency** of its communications.
- Completely eliminates any legal risks for commercial e-mails, as it avoids and manages the transmission of e-mails to addressees not wanting to receive them.
- e-Polite will improve your **reputation** by offering your clients a respectful company image, with each e-mail sent offering the possibility of choosing whether or not they want to continue receiving them.
- e-Polite is a solution for e-mail senders.

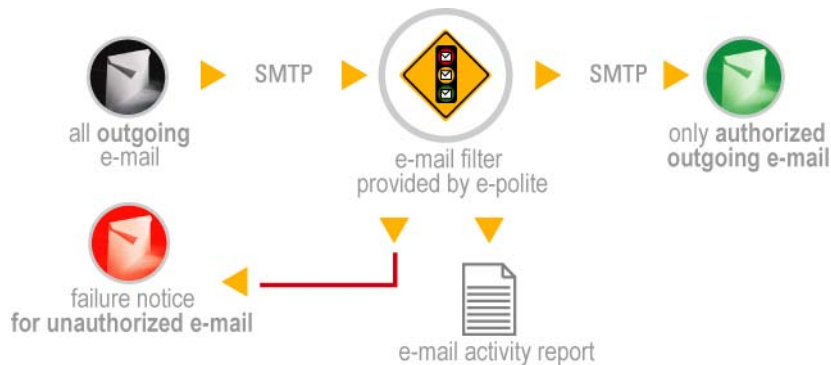
1. LSSICE: Spanish Information Society and e-Commerce Services Act.

2. SPAM: these are unrequested messages normally containing advertising and sent en masse

**Adiciona** has developed an application that provides organisations with a computerised solution that allows for:

◆ **Improved productivity**

- **e-Polite®** increases the effectiveness of e-marketing campaigns.
- **e-Polite®** optimises the time spent by your marketing and sales departments in producing these campaigns.
- **e-Polite®** eliminates barriers to commercial action in your company.



- ◆ **Peace of mind**, because it increases security and eliminates the legal risks of sending commercial information by e-mail, thus avoiding sending e-mails to people who do not want to receive them.

With **e-Polite®** you can:

- Automatically manage outgoing e-mails in line with company policy.
- Automatically manage authorisations and cancellations, as described by the regulations.
- Send e-mails to many different addressees using the tool's virtual distribution lists or integrate the list into email-marketing tools.
- Make sure no e-mail leaves the organisation addressed to any clients who have exercised their right to not receive them, thus avoiding unnecessary fines:

In **Spain**, the fines for breaching the law are:

- Minor offence: Fine of up to **€30,000**
- Serious offence: Fine from €30,000 to **€150,000**

**e-Polite Filter®** is a product designed for both large companies and small- and medium-sized enterprises in its different editions.

It is easy to configure and parameterise to suit the requirements of each user company and in line with guidelines established by law.

