

CHECKLIST · RULES & COSTS

Spam Act basics: what to check before you email or text customers

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- ☐ **Review each promotional audience before sending.** Record the consent basis and exclude contacts whose permission has not been established.
 - ☐ **Save consent records with your marketing process.** Record who agreed, when and how so the next campaign owner can check them.
 - ☐ **Inspect automated email and SMS templates.** Check service messages and their links for promotional material before treating them as purely factual.
 - ☐ **Check the sender details in a test message.** Identify the authorising business and include contact information expected to remain valid for at least 30 days.
 - ☐ **Test each unsubscribe method with your provider.** Confirm it works without extra personal details or a login and stays functional for at least 30 days after sending.
 - ☐ **Assign an owner for opt-out requests.** Ensure they are honoured within five working days across the relevant marketing systems and agency lists.
 - ☐ **Check later imports against previous opt-outs.** Have the campaign owner verify that the same marketing list does not re-add people who unsubscribed.
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NOTES

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