

# Acceptable Use Policy Quick Reference Guide

This article applies to:

## Best Practices

Email deliverability is a partnership between the email service provider and the email senders. Help us maintain our stellar deliverability rates, so we can help you connect with your customers by following email marketing best practices and complying with Keap's [AUP](#). Check out the rest of the [Email Deliverability & Compliance](#) articles for more resources.

## Policy Violations

Part of our responsibility is to keep our system clean, which means we proactively monitor all usage. Any application found to be in violation of the [AUP](#) or which routinely fails to follow best practices may result in disabled email functionality or termination of the account.

## Customer Obligations

We're doing what we can on our end to keep our systems clean, but we need your help. You must:

- Have explicit permission from each contact prior to sending email marketing
  - Any type of third party, purchased or otherwise unsolicited list is strictly prohibited. This includes renting/ borrowing lists, joint venture, and affiliate lists
  - Lists of email addresses for marketing cannot be shared/duplicated/transferred between applications
- Maintain less than the industry threshold for complaints: 0.1% or 1 complaint out of 1,000 emails per Inbox Provider
- Only use Max Classic in accordance with email marketing best practices
- Only send emails to active and engaged subscribers
  - Perform list hygiene maintenance at regular intervals based on your sending frequency
- Use the Max Classic provided opt-out link, include a physical address, and use relevant and specific subject lines
- Process unsubscribe requests immediately
- Not do anything to obfuscate the opt-out link, like putting more than 5 line-breaks between the last line of the email and the opt-out link
- Not send content created in Max Classic through another service

## Prohibited Industries and Content

Regardless of how well you follow email marketing best practices, certain industries or email content will still pose an inherent and unacceptable risk to our sender reputation. In order to maintain email deliverability, the following are strictly prohibited:

- Material that infringed on a third party's intellectual property
- Advocating hate, abuse or discrimination to an individual or group

- Exploitation of minors
  - Instructions on how to make bombs or other weaponry
  - Harmful software (viruses, worms, phishing, malware, etc.)
  - Advocating hacking, cracking, phishing, etc...
  - Illegal drugs, software, or other goods
  - Online and direct pharmaceutical sales
  - Gambling (e.g. casino games and sporting events)
  - Debt collections; credit repair; debt relief
  - Payday Loans, and other loan offerings
  - Stock market
  - Forex Trading (Foreign Exchange Market)
  - “Get rich quick” offers; work from home; lead generation
  - Multi-level marketing (MLM)
  - Pyramid schemes
  - Affiliate marketing; network marketing
  - Dating services; escort services
  - Pornography
  - Sexual products; sexual healing
  - Selling “likes” or “followers” for social media
  - List brokers (distributing email addresses)
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