

## 1. Opt-In Disclosure Text for Website Checkout and Account Creation Pages

At the point of checkout or account creation, include the following disclosure with an unchecked checkbox:

### *Email Marketing Consent*

*By checking this box, you consent to receive promotional and transactional emails from The Bridal Boutique on Tour at the email address you provide. These emails may include updates about your order, exclusive offers, and other marketing content. You may unsubscribe at any time by clicking the “unsubscribe” link in any email. For more information, view our Privacy Policy.*

*[ ] I agree to receive emails as described above.*

### **Implementation Notes:**

Replace [Privacy Policy] with the actual hyperlink to the privacy policy.

Ensure the checkbox is not pre-checked to comply with CAN-SPAM Act and FTC regulations.

Place this disclosure prominently on the checkout and account creation pages.

## 2. Welcome/Confirmation Email Content

Upon opt-in, send the following confirmation email to the user:

*Subject Line: Welcome to The Bridal Boutique on Tour!*

*Body:*

*Thank you for subscribing to The Bridal Boutique on Tour! You’ll now receive updates about your order, exclusive offers, and other exciting news.*

*Unsubscribe: You can opt out of these emails at any time by clicking the “unsubscribe” link below.*

*Privacy Policy: Learn more about how we protect your information by visiting our Privacy Policy.*

*[Unsubscribe Link]*

### **Implementation Notes:**

Ensure the subject line accurately reflects the content of the email to comply with the CAN-SPAM Act.

Include a valid physical postal address in the footer of the email.

Use a branded domain for the privacy policy link to improve deliverability and reduce filtering risks.

### 3. Unsubscribe Mechanism Requirements and Language

Unsubscribe Mechanism:

Every email must include a clear and conspicuous “unsubscribe” link that allows recipients to opt out of future emails.

Opt-out requests must be honored within 10 business days.

The unsubscribe process must not require the recipient to provide any information other than their email address or take more than one step.

Unsubscribe Link Language:

*You are receiving this email because you subscribed to updates from The Bridal Boutique on Tour. If you no longer wish to receive these emails, click here to [unsubscribe].*

#### **Implementation Notes:**

Ensure the unsubscribe link is functional and directs users to a single webpage for opt-out confirmation.

Do not charge fees or require additional information for opt-out requests.

### 4. Record-Keeping Obligations

To comply with CAN-SPAM, FTC regulations, and Florida laws, maintain the following records:

**Opt-In Records:** Log the date, time, and method of consent (e.g., checkbox on website). Archive the exact language of the opt-in disclosure shown to the user.

**Unsubscribe Records:** Retain records of opt-out requests, including the date and time of the request and confirmation of processing.

**Email Logs:** Maintain logs of all emails sent, including timestamps, content, and recipient details.

#### **Implementation Notes:**

Retain records for at least four years to defend against potential litigation.

## 5. Sending Best Practices and Prohibited Conduct

### Best Practices:

Use truthful “From,” “To,” and “Reply-To” fields that accurately identify the sender.

Ensure subject lines are not deceptive and reflect the content of the email.

Include a valid physical postal address in every email.

### Prohibited Conduct:

Do not use misleading routing information or deceptive subject lines.

Do not sell or transfer email addresses of recipients who have opted out.

## 6. Multi-State Compliance Considerations

Florida FDUTPA: Avoid unfair or deceptive practices in email marketing.

Florida FTSA: Ensure compliance with opt-in and opt-out requirements for email communications.

CAN-SPAM Act: Comply with federal standards for commercial email, including opt-out mechanisms and truthful content.

Other States: Monitor emerging state privacy laws that may impose additional requirements for email marketing.

### **Implementation Notes:**

Regularly review state-specific laws to ensure compliance across jurisdictions.

## 7. Vendor/Third-Party Accountability

Ensure that any third-party vendors or email service providers comply with the CAN-SPAM Act and other applicable laws.

Include compliance obligations in contracts with vendors.

### **Implementation Notes:**

Conduct periodic audits of vendors to verify compliance with email marketing laws.

## 8. Full Compliance Checklist

- a. Opt-In Disclosure: Clear and conspicuous disclosure at the point of opt-in with an unchecked checkbox.
- b. Welcome Email: Send a confirmation email with all required elements (business name, unsubscribe link, privacy policy link).
- c. Unsubscribe Mechanism: Include a functional unsubscribe link in every email and honor opt-out requests within 10 business days.
- d. Record-Keeping: Maintain detailed records of opt-ins, opt-outs, and email logs.
- e. Content Accuracy: Use truthful subject lines and routing information.
- f. Vendor Compliance: Ensure third-party vendors adhere to applicable laws.
- g. Multi-State Compliance: Monitor and comply with state-specific email marketing laws.

#### 9. Placement Instructions on the Website

- a. Checkout Page: Include the opt-in disclosure text with an unchecked checkbox directly above the “Place Order” button.
- b. Account Creation Page: Include the opt-in disclosure text with an unchecked checkbox near the “Create Account” button.
- c. Privacy Policy Link: Ensure the privacy policy link is functional and directs users to a publicly accessible page detailing email data collection and usage practices.