

E-mail Policy

Cream has a policy regarding the use of email to ensure that email sent from our servers will not be mistaken for SPAM. In order to prevent this, we have created this e-mail policy which is applicable to every customer of Cream.

Sender Name and confirmed opt-in recipients

The sending of (mass) unsolicited commercial, charitable or idealistic emails to businesses and individuals is prohibited. So please make sure you [follow the rules set out by the ACM](#). Use only email addresses that have given explicit permission in advance (confirmed opt-in) to receive these emails. This applies to own / existing customers and other persons. So do not use directories or list of e-mail addresses which have been bought via a (shadowy) addresses trader.

Contents of your mail

You may only send mailings with commercial content to existing customers with offers and advertisements about goods or services that are related to the products or services from previous purchases of the customer. You must provide an easy opt-out option in each mailing, for instance an unsubscribe link in every e-mail which is sent out. Ensure recipients can unsubscribe with one or two clicks, without signing in to an account or re-typing the email address. This will make sure that the chance that your e-mail will be reported as spam are much smaller.

Penalty for ignoring the policy

When you follow the guidelines set out in this policy the chance of being blacklisted will be small. However, if you ignore these rules and send you spam, then it is possible that Cream will be blacklisted. You may have caused inconvenience to other customers. When SPAM is sent out by a customer and Cream needs to take action to resolve the blacklisting we will charge the costs of resolving this issue. Cream charges a minimum of € 250,- per blacklisting. If you make sure that you work with double verified addresses (double opt-in), this will not happen.

SPAM Ban

In addition to the fine the OPTA which enforces the SPAM ban in the Netherlands can impose a fine of up to € 450,000 euros per mailing. This is based on the SPAM ban which is imposed since October 1, 2009.