

# EMAIL COMMUNICATIONS BETWEEN SUBSCRIBERS ARE YOU IN COMPLIANCE?



## CincyMLS Rule 11.5:

Each Participant and its agents or appraisers shall have the right to opt out of another Participant's and its agent's/appraiser's e-mail or mailing list. The action of removing a Participant and/or its agents or appraisers from an e-mail or mailing list of another MLS member, under the control of that member or under the control of a hired vendor, shall occur within 24 hours (not including Sundays and holidays) from receipt of either a verbal (by phone or voice mail) and/or written (by letter, e-mail, fax, etc.) notification by either a Participant, its agents or appraisers, or by MLS.

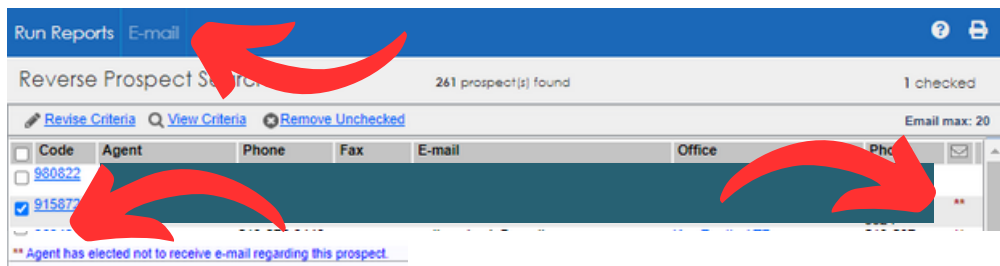
Violations will be fined beginning at \$100 per violation.

*Contact information obtained from the MLS is intended for use between subscribers for transactional communication purposes only.*

CincyMLS receives many complaints from subscribers who are inundated with "spam" email from other MLS subscribers. Most of these emails are marketing by subscribers for properties that are for sale, have a price change, or scheduled an open house. These emails are not permitted because the information is readily available in MLS.

Other complaints are received when a subscriber has opted out of Reverse Prospecting emails, yet they are still receiving them.

When using Reverse Prospecting, any subscriber with two red asterisks (\*\*) to the far right may not be emailed as they have opted out. When a subscriber who has opted out is checked, the Email button is disabled. Copying the email addresses to bypass the restriction is a violation.



Remember, if the email's primary purpose is the commercial advertisement or promotion of a product or service, including emails to peers, it is subject to CAN-SPAM. There must be an option to unsubscribe or opt-out. These requests must be honored within the CAN-SPAM required timeframe.