



eMarketing Association

eMarketing Association's Position on Spam:

The eMA is opposed to spam. Spammers are not welcome as members of our association. Members that are found to engage in spam (you know who you are) will have their memberships terminated.

Spam is an increasing problem that diminishes legitimate email marketing. Sending out thousands or millions of unsolicited emails that are unwanted and intrusive only demonstrates the desperation of the companies sending out those messages. It represents the most pathetic attempt at marketing and should never be a part of a legitimate marketer's program. Nor should users ever respond to the desperate attempts to solicit business used by the spammers. After all, if nobody responded to these messages, they would go away.

Our message to spammers:

You are the graffiti of the Internet. You waste people's time and bandwidth with messages that are in many cases, ridiculous. In many cases you prey on children, senior citizens and other less web savvy individuals. Eventually, you will go away, new spam filters; white lists and legislation are making it more difficult for your corrupt messages to get through. You will never be welcome as a member of the eMarketing community.

What we are doing:

The eMA has significantly stepped up its efforts to fight spam. We actively support many providers of spam solutions, and will continue to support technology that disrupts the spammer's agenda. We are providing more materials on our site to help marketers establish guidelines for their online email programs.

We are working with legislators, consumer groups and others to help develop guidelines and best practices for eMarketers in this changing arena. We are educating business people, students and educators in our online courses and other educational initiatives about methods and processes to fight spam. We have been, and continue to be a key contact for the press in this arena. We have made our executives readily available to the news media to discuss this topic.

In Short:

Spam is a problem that all legitimate eMarketers need to be aware of in doing their email marketing. The problem is not going to go away overnight, but it will go away eventually. The eMA will continue to fight against spam because it makes email a less reliable channel for legitimate marketers, preys on children and the elderly, wastes bandwidth and time, and in some cases even contains computer viruses, identity theft scams and other fraudulent activity. By joining the eMarketing Association, you are demonstrating your commitment to ethical email practices and processes and helping to stem the tide of unwanted, unsolicited email.