



EMAIL MARKETING COMPLIANCE

Email Marketing Compliance Assessment

This internal compliance document is part of the CLIClaw Email Marketing Compliance Program and should be retained as part of the organization's formal compliance records.

Organizations should maintain this document and all associated records as evidence of a functioning compliance program. Proper implementation enables the organization to demonstrate that email marketing activities are not performed informally, but are executed through defined processes, supported by documentation, and defensible under regulatory, audit, or litigation review.

DISCLAIMER

These materials are provided for informational and compliance support purposes only and are not intended as legal advice. Use of these materials does not establish an attorney-client relationship.

Organizations are responsible for evaluating applicable legal requirements and should consult qualified legal counsel regarding specific obligations.

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EMAIL MARKETING COMPLIANCE READINESS ASSESSMENT

15 Questions to Evaluate Your Operational Compliance Program

Assess your organization's operational readiness, identify potential compliance gaps, and prioritize improvements to strengthen your email marketing program.



15 QUESTIONS. ONE CLEARER PICTURE OF YOUR PROGRAM.

Answer each question honestly to identify potential compliance gaps and strengthen your email marketing program.

☐ YES ☐ NO ☐ NOT SURE

1



EMAIL LIST GOVERNANCE

Do we have documented due diligence procedures before purchasing or using third-party email lists?

☐ ☐ ☐

2



EMAIL LIST GOVERNANCE

Do we know where every marketing contact originated?

☐ ☐ ☐

3



CAMPAIGN GOVERNANCE

Do we have a documented campaign review and approval process before marketing emails are sent?

☐ ☐ ☐

4



CAMPAIGN COMPLIANCE

Do our emails clearly identify who is sending the email?

☐ ☐ ☐

5



CONSUMER RIGHTS

Do we provide a clear, functional, and timely unsubscribe process?

☐ ☐ ☐

6



CAMPAIGN COMPLIANCE

Do our emails include all required disclosures (physical address, company name, etc.)?

☐ ☐ ☐

7



PRIVACY & DATA GOVERNANCE

Do we have a privacy notice that covers email collection and marketing communications?

☐ ☐ ☐

8



PRIVACY LAW APPLICABILITY

Have we evaluated whether any state or international privacy laws apply to our program?

☐ ☐ ☐

9



VENDOR GOVERNANCE

Have we evaluated and documented the compliance responsibilities of our vendors and service providers?

☐ ☐ ☐

10



AFFILIATE GOVERNANCE

Do we have documented monitoring procedures for affiliate marketing activities?

☐ ☐ ☐

11



AI GOVERNANCE

Have we established rules governing employee use of AI for email marketing?

☐ ☐ ☐

12



AI REVIEW

Do we review and approve AI-generated content before sending emails?

☐ ☐ ☐

13



GOVERNANCE DOCUMENTATION

Do we maintain written email marketing policies, SOPs, or governance procedures?

☐ ☐ ☐

14



OPERATIONAL MONITORING

Do we document complaints, unsubscribe requests, and other compliance activities?

☐ ☐ ☐

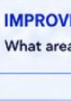
15



AUDIT READINESS

Could we demonstrate our compliance program using documented records if requested by a regulator or business partner?

☐ ☐ ☐



IMPROVEMENT OPPORTUNITIES

What areas should your organization review first?



YOUR SCORE

Add up the number of "YES" answers to see your results.

/15



COMPLIANCE READINESS LEVELS

0-5 YES

FOUNDATION STAGE

Your organization has opportunities to strengthen its operational compliance framework.

6-10 YES

DEVELOPING PROGRAM

Many foundational controls are in place. Continued improvements can strengthen governance, documentation, and monitoring.

11-15 YES

OPERATIONALLY MATURE

Your organization appears to have implemented many of the core governance and operational practices that support an effective email marketing compliance program. Continue monitoring, documenting, and improving your processes over time.



CLICLAW®

Internet Compliance Made Practical™

Use this Compliance Readiness Assessment to identify operational strengths, prioritize improvements, and build a more consistent, defensible email marketing compliance program.



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