

Privacy, Permission, and E-mail Management

The landscape of interactive marketing has changed dramatically over the past few years. Federal legislation regarding e-mail marketing (CAN-SPAM) and changing standards and guidance on Permission and Privacy management (such as HIPAA) have made it imperative for marketers to align with an organization that stays on the leading edge of the legal dynamics and database issues associated with these topics.

Targetbase has a cross-functional team of experts whose mission is to help our clients review and update existing online and offline privacy standards and permission practices. In addition, we offer turnkey e-mail services that encompass communications strategy, list sourcing, creative, anti-spam law compliance, e-mail delivery and detailed reporting.

Privacy and Permission

Privacy refers to the overall management of data and the inherent practice of sharing, securing, disclosure and overall handling of customer data. This is typically governed by internal policy, and/or industry privacy standards (see Trust-e, www.truste.com).

Permission is typically defined as the management of an individual's participation in a program, whether both online or offline. While levels of permission required differ dramatically by industry, requirements surrounding customer acquisition and program management are the same across the board. This can take the form of loyalty to a web site, purchase loyalty through online/offline programs, or simply subscribing to company communications. With the growth of e-mail marketing and online programs competing with offline and call center-related programs, the issue of permission has taken a more complicated route. Organizations today are tasked with managing permissions cross-program, cross-division and cross-company, while still providing seamless methods of enrolling and opting out.

The next generation of permission and privacy will take on the characteristics of subscription methods. This will enable consumers to define when, how and to what extent you can communicate with them. It will also present an opportunity for organizations to cross-utilize customer bases for line of business program participation.

Targetbase is committed to helping organizations customize their permission practices and adapt them to consumer and organizational needs.

Navigating the Legal Landscape of E-mail Marketing

Targetbase knows how important it is for marketers to understand how to comply with both federal and international laws governing the use of e-mail as a communication channel. Now that the CAN-SPAM Act has been approved as a federal law, pre-empting all former state laws, there are some key considerations that need to be addressed by all legitimate e-mail marketers.

Targetbase can help with the following:

- Review and audit current e-mail practices.
- Understand the different aspects of legislation and develop a strategy for compliance.
- Develop a consistent process across the organization for managing communications.
- Seamlessly and effectively manage e-mail lists, opt-outs, subscriber management, bounce controls, and the growth of these assets over time.
- Ensure that lists are current, in compliance and up-to-date.

