

****Terms of Service for Access21 Bulk Email****

****Effective Date:**** January 1, 2025

****1. Acceptance of Terms****

By accessing or using Access21 Bulk Email ("the Service"), you agree to be bound by these Terms of Service. If you are using the Service on behalf of an organization, you represent that you have the authority to bind that entity to these terms.

****2. Acceptable Use & Anti-Spam Policy****

Users must comply with all applicable laws, including the CAN-SPAM Act (USA), CASL (Canada), and GDPR (EU).

- * ****Permission-Based Sending:**** You may only send email to recipients who have explicitly opted in to receive communications from you.
- * ****Prohibited Content:**** You may not use the Service to send content that is unlawful, harmful, threatening, or constitutes "spam".
- * ****Deceptive Practices:**** Use of false or misleading header information or deceptive subject lines is strictly prohibited.

****3. 2025 Technical Compliance Requirements****

To maintain deliverability and prevent service suspension, all users must meet the 2025 standards mandated by major providers like Google, Yahoo, and Microsoft:

- * ****Authentication:**** You must implement SPF, DKIM, and DMARC for your sending domains.
- * ****One-Click Unsubscribe:**** Every commercial email must include a functional, "one-click" unsubscribe header and link.
- * ****Spam Rate Threshold:**** You must maintain a spam complaint rate below 0.3%. Rates exceeding this may result in immediate account throttling or termination.

****4. User Responsibilities & Account Security****

- * ****Account Integrity:**** You are responsible for keeping your credentials secure. Shared access is prohibited unless authorized under a multi-user plan.
- * ****List Hygiene:**** You must regularly clean your email lists to remove inactive or bouncing addresses.
- * ****Physical Address:**** Each email must include a valid physical postal address for the sender.

****5. Termination and Suspension****

Access21 Bulk Email reserves the right to suspend or terminate accounts that violate these terms, specifically those that trigger high spam reports or fail to implement required authentication protocols.

****6. Limitation of Liability****

The Service is provided "as is." Access21 Bulk Email is not liable for any delivery failures caused by non-compliance with third-party inbox provider rules or for data loss.

****7. Contact Information****

For questions regarding these terms, please contact:

****Access21 Bulk Email****

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