

Never Expires

# EXPRESS

contact explicitly asks to receive your emails

VS

# IMPLIED

relationship exists, but the contact has not explicitly asked to receive your emails

1



Fills out a form on your website where it clearly states he will receive email marketing messages from you

1



After they purchased something from you

Relationship Before July 1, 2014

Relationship After July 1, 2014

Consent expires in 24 Months

Consent expires in 6 Months

2



Clicks on a link to confirm subscription on a confirmation email

2



After they have visited your site or expressed an interest in your services

Relationship Before July 1, 2014

Relationship After July 1, 2014

Consent expires in 24 Months

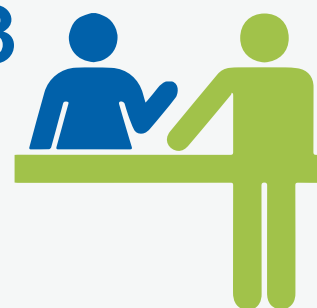
Consent expires in 6 Months

3



Checks an unchecked box during the purchase process

3



After they give you their email or contact information

Relationship Before July 1, 2014

Relationship After July 1, 2014

Consent expires in 24 Months

Consent expires in 6 Months

Even if you have implied consent, you should make an effort to obtain express consent... which never expires.

The information contained does not constitute a legal opinion. Market Connections Inc.® encourages our clients to seek legal advice specific to their circumstances.