



## Why Direct List Doesn't Release Email Addresses When Clients Buy Email Lists

Ever wonder why you don't receive a file of email addresses when you buy an Email List from us?  
*It's actually for your protection!*

### Avoiding Fines from the Feds

Federal CAN-SPAM Laws require that a company be given permission - in advance - by each email prospect before an email can be sent to that prospect. This is why we sell Opt-In Only Email Lists.

If a company sends an email to a prospect without permission, and the prospect reports the company to the federal government, several costly fines can be levied against the sender.

Our role is to protect our clients from such claims, which is why we don't give you the email addresses directly.

The prospects on our lists have already given us a "green light" to send them offers from other companies, but those emails must be coming from us—not from you.

### When a Prospect's Email Becomes 'Yours'

Once the prospect *responds to your email communication*, the door "opens" and you can capture his or her email address.

It's at this point that the record belongs to you, and you can email this individual whenever you want—unless he or she asks you to stop.

### Our Promise to You

To follow federal law, and to protect you, we promise to keep the Opt-In Only Email Lists pure.

We care about our customers and want to make sure they are always protected, so we will continue to be in 100% compliance with all Federal CAN-SPAM Laws.

If you have questions about these laws, please contact us 1.888.772.6947 or [email us](#).

We have been working with mailing lists for over 25 years.

You will be surprised at the things we can do for you!

**Call us 1.888.772.6947 TODAY**

and we will help you create a success story for your business!

Email: [info@directlist.com](mailto:info@directlist.com) [www.DirectList.com](http://www.DirectList.com)