CHECKLIST · RULES & COSTS

Spam Act basics: what to check before you email or text customers

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digitaladvisors.com.au/journal/spam-act-email-marketing-basics/

- [ ] **Review each promotional audience before sending.** Record the consent basis and exclude contacts whose permission has not been established.
- [ ] **Save consent records with your marketing process.** Record who agreed, when and how so the next campaign owner can check them.
- [ ] **Inspect automated email and SMS templates.** Check service messages and their links for promotional material before treating them as purely factual.
- [ ] **Check the sender details in a test message.** Identify the authorising business and include contact information expected to remain valid for at least 30 days.
- [ ] **Test each unsubscribe method with your provider.** Confirm it works without extra personal details or a login and stays functional for at least 30 days after sending.
- [ ] **Assign an owner for opt-out requests.** Ensure they are honoured within five working days across the relevant marketing systems and agency lists.
- [ ] **Check later imports against previous opt-outs.** Have the campaign owner verify that the same marketing list does not re-add people who unsubscribed.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.