

Messaging, Malware and Mobile Anti-Abuse Working Group

M³AAWG Position on Email Appending

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www.m3aawg.org/AppendingPosition

Updated in this Version: This version includes references to Canada's Anti-Spam Law (CASL) and the European Union's General Data Protection Regulation (GDPR). Minor content changes have been made for clarity.

The M³AAWG Position on Email Appending

In email marketing terms, "email appending" is the practice of taking either known or assumed demographic data on a unique individual and correlating it to an email address assumed to be owned by the individual for the purpose of sending email. Email appending is also known as "e-appending" or "e-pending."

The practice of email appending is in direct violation of core M³AAWG values.

Email appending is an abusive practice which leads to the sending of non-permission-based email. The practice of sending unsolicited commercial or marketing email as a result of email appending is in direct violation of the clear, informed and conspicuous consent requirements outlined in Canada's Anti-Spam Legislation (CASL) and the European Union's General Data Protection Regulation (GDPR). The sending of large volumes of such email leads to elevated levels of undeliverable bounces, increased spam complaints, and the potential for blocklisting by anti-spam providers.

M³AAWG also considers the specific form of consent that was received to market to an individual **not transferable** between multiple marketing channels. For example, when an individual provides consent to be contacted and/or marketed to via telephone, this **does not** provide consent for the business to contact the individual via email.

Furthermore, the data collected by email-appending services is often prone to errors or incorrect correlations on individuals. For example, an individual included in an email-appending list who might share the same last name and physical mailing address as a customer in a company's database may or may not be the same person the company is trying to send marketing email. It is important to note that even though an email address **accepts** a message, it **does not** imply it was delivered to the intended recipient.

It is the position of M³AAWG that email appending is an abusive practice.

Sending email to an individual who did not explicitly provide informed consent for his or her email address to be used in such a manner is **never** acceptable.