



Pre-Application Checklist for Shared IPs

Use this checklist to make sure you are ready to apply for certification. Once you have all of the information handy, it should only take about 10 minutes to complete the online application. It's important to note that while meeting these checklist requirements will facilitate the application process, certification cannot be granted based on this form alone. If you have questions about any of the items in the checklist, please refer to the Standards and Requirements detailed in the Return Path Certification Evaluation Kit.

IP level Standards

The IP address submitted for certification must comply with the following:

- € Email is sent over a shared IP with at least 90 days of mailing history for the IP.
- € You participate in Windows Live Hotmail JMR feedback loop to reduce complaints for all senders using the IP address. Participation in other available feedback loops is strongly recommended but not required.
- € Your email operates in a secure environment that does not route through open relays or open proxies
- € Your contact information has been submitted to Abuse.net and is visible via Whois and is up-to-date.

Sending Domain Standards

Each sending domain must comply with the following:

- € Have a fully qualified rDNS record including a PTR record with a corresponding A record that points back to the original IP.
- € Have a Sender ID compliant SPF record published for all from and return-path sending domains associated with this IP address.
- € Have a website providing clear and conspicuous disclosure at the point of collection of email addresses describing the type of email subscribers will receive.
- € Publish a Privacy Policy which is linked clearly and conspicuously from the front page of the homepage and also from any point of collection.
- € Use only the following forms of consent: Double Opt-In, Opt-In with Verification, Opt-In, Preselected Option with Verification, Pre-selected Option
- € Actively monitor [abuse@](#) and [postmaster@](#) accounts for the FROM and RETURN-PATH domains present in mail headers.
- € Include, for all commercial email, a functional, conspicuous and clearly labeled Unsubscribe link and all peer-initiated email includes global Unsubscribe functionality.
- € Send a maximum of one follow-up message to any peer initiated invitation.

