



## Certification Standard for 3<sup>rd</sup> Party Content

3<sup>rd</sup> party content (defined below) is no longer accepted for inclusion on the Certified list. 3<sup>rd</sup> party content is eligible for Safe status only. Senders who send both 1<sup>st</sup> and 3<sup>rd</sup> party content are eligible for Certified status for their 1<sup>st</sup> party IPs, and eligible for Safe status for their 3<sup>rd</sup> party IPs. Senders of 1<sup>st</sup> Party content are eligible for both the Certified and Safe programs.

Sender Type :	Eligible for :
Sends only 1st party content	Certified and Safe
Sends both 1st party and 3rd party content	1st party IPs: Certified and Safe 3rd party IPs : Safe Only
Sends only 3rd party content	Safe Only

### Illustration of Alternatives

1st Party Content	3rd Party Content	3rd Party Content	1st Party - Ad Sponsored	1st Party - Ad Sponsored
<p>To: foo@foo.com From: joe@clearconspicuousenderdomain.com Subject: Your Monthly Newsletter</p> <p>Clear &amp; Conspicuous Sender Brand</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut nec locus a neque pulvinar pulvinar. A100liquam sagittis, purus in fermentum ornare, orci 150liqua vulputate sapien, a rutrum nisi mi eu mi. Su200pendisse potenti. Aliquam eros. Nullam eros neque250, cursus eu, commodo in, vulputate nec, ipsum. Du300s et est a ante convallis consequat. Sed et nisi. 350Froassent vulputate erat quis magna. Aenean nisl ne400tus, euismod at, viverra nec, tristique eget, nisi450. Phasellus in</p> <p>Unsubscribe, etc...</p>	<p>To: foo@foo.com From: joe@clearconspicuousenderdomain.com Subject: Get a \$5,000 Blockbuster Card</p> <p>Clear &amp; Conspicuous Sender Brand</p> <p>[Redacted Content]</p> <p>Unsubscribe, etc...</p>	<p>To: foo@foo.com From: joe@clearconspicuousenderdomain.com Subject: Get a \$5,000 Blockbuster Card</p> <p>[Redacted Content]</p> <p>Unsubscribe, etc...</p>	<p>To: foo@foo.com From: joe@clearconspicuousenderdomain.com Subject: Your Daily News Story</p> <p>Clear &amp; Conspicuous Sender Brand</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut nec locus a neque pulvinar pulvinar. A100liquam sagittis, purus in fermentum ornare, orci 150liqua vulputate sapien, a rutrum nisi mi eu mi.</p> <p>[Redacted Content]</p> <p>Unsubscribe, etc...</p>	<p>To: foo@foo.com From: joe@clearconspicuousenderdomain.com Subject: Your Daily News Story</p> <p>Clear &amp; Conspicuous Sender Brand</p> <p>[Redacted Content]</p> <p>[Redacted Content]</p> <p>Unsubscribe, etc...</p>
Certified Safe	No Certified Safe	No Certified No Safe	Certified Safe	Certified Safe

### 1<sup>st</sup> Party Content

1st Party content is defined as email messages which either 1) promote the sender's own products or services, or 2) provides a service within the email message, such as transactional notices or email newsletters.

1st party content may be ad sponsored, as long as it meets the program requirements of ad sponsored content (below).

### 3<sup>rd</sup> Party Content

3rd Party Content is defined as email messages that promote the products or services of another company.





## Ad Sponsored 1<sup>st</sup> Party Content Requirements

Ad Sponsored 1st part content must meet the following requirements :

- All email messages must be clearly and conspicuously branded as coming from the named (Certified) sender.
- The ' from' address and 'friendly from' must be identified as the named (Certified) sender.
- The subject line must reference the 1st party content included in the message.
- 1st party content must be both original and predominant in proportion to the advertisements.

