

Annex No. 1 – Conditions for Sending Bulk Email

Bulk distribution is electronic mail which is in the same wording sent to more than 10 recipients. Whether in the form of a single message addressed to multiple recipients, or 10 separate messages for individual recipients. They can be various newsletters, offers, etc.

The User shall not use the network in a way that would incommode other network users, and shall in particular refrain from nonspecific dissemination of unsolicited email (spam). Should a User of Master Internet network be sending bulk email (e.g. business communication), they are obligated, under penalty of suspension of service, within the meaning of Art. 4 par. 6 of the General Terms and Conditions, to meet, in addition to the statutory requirements set forth by Act no. 480/2004 Coll., on Certain Information Society Services, as amended, the following technical requirements:

1. Electronic mail shall be distributed in such a manner to keep the IPv4 and IPv6 Servers, from which the emails are sent, off any public blacklists. Placement of IPs on blacklists can be checked at the URL <http://www.anti-abuse.org/multi-rbl-check/>.
2. IP servers, from which electronic mail is sent, must not get to internal blacklists of free mail services such as Seznam.cz, Gmail, etc. Electronic mail from IP server must not be rejected by those services at the SMTP level.
3. If an IP server is still placed on a blacklist, the User is obligated to proactively address this problem, no later than 24 hours from the IP being placed on the blacklist.
4. The User is obligated to ensure that all electronic mail contains in the text or HTML code a unique string identifying the recipient and the date on which it was sent. This is necessary for solving problems reported through the SpamCop service that protects its users by not publishing the addresses of recipients who send complaints.
5. Every such bulk email message shall contain a link to allow the recipient to permanently unsubscribe from receipt of bulk email. Unsubscribing must be done with a single click on this link. Additional steps, e.g. entering an email address to unsubscribe, or other obstructions are unacceptable.
6. The User is required to provide a contact email address to which any complaints shall be forwarded. Every complaint must be resolved within 24 hours, with a clear result which shall be sent to the Provider's Support. The solution result must include – the email address of the complainant, which was removed from the database of recipients, and the exact time the removal occurred.