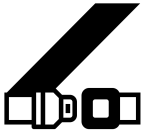


## Transactional vs. Commercial Emails



### TRANSACTIONAL EMAILS

Transactional emails contain essential information about university business with a direct or immediate impact.



Recipients are members of the campus community with umass.edu email addresses and cannot opt-out from transactional emails. Messages are based on their affiliation with the university and/or a specific department.



CAN-SPAM does not apply to transactional messages. Messages need to be ADA-compliant and meet current best practice, branding, accessibility & usability requirements.

### EXAMPLES

Messages from dean or department head  
Emergency announcements  
Notifications of bills due  
HR announcements  
Password reset messages  
Advising & other instruction-related messages



Transactional emails do not require an opt-out link in the message footer.  
Subject lines are descriptive and indicate that the email contains important information.  
Messages include a reply-to email address.

### RECIPIENTS DO NOT HAVE TO OPT-IN



### COMMERCIAL EMAILS

Commercial emails contain non-essential, but still relevant information, usually intended for marketing and promotional purposes.



Announcements, promotions, and advertisements for events, programs, or other initiatives. Recipients are not restricted to the campus community and have the ability to opt-in and out of commercial emails.



Commercial messages must adhere to CAN-SPAM regulations and meet current best practice, branding, accessibility & usability requirements.

### EXAMPLES

Newsletters  
Event invitations  
Athletic event promotions  
Messages to prospective students  
Reminders about application deadline to prospective students  
Promotional offers



Commercial emails provide a clear opportunity to opt-out of receiving future emails.  
Subject lines indicate the email is commercial.  
The footer includes the physical postal address of the institution or department.

### RECIPIENTS CAN OPT-IN & OUT

*Many thanks to the University of Colorado whose content served as the basis for this document.*