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Be Compliant



OVERVIEW: UnsubCentral provides email compliance and suppression list management solutions through a secure and automated platform that simplifies suppression list updates and distribution across all parties while minimizing risks, protecting brands, often lowering costs and helping ensure compliance. [Learn more >](#)

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Suppression List

Suppression list management is the method in which an advertiser or network collects and distributes opt-out requests from and to their media partners in the interest of compliance. It is the responsibility of networks, advertisers and publishers to effectively manage and distribute suppression lists, assuring that all opt-out requests are honored within the ten day time frame that the law allows. This means that you must continually update your suppression file, both internal opt-outs and those generated by third parties, and share them with any media partners on a regular basis to ensure that recent opt-outs are provided before your media partners proceed with a mailing. Failure to honor a request within the ten day time frame can result in a judgment against you for "Failure to Honor" one of the tenants of CAN-SPAM. UnsubCentral stays well versed in CAN-SPAM and Privacy legislation, for more information visit the Federal Trade Commission