

CAN SPAM Compliance

This document defines the Opt-out/Opt-in functionalities within the SoftVu Marketing Automation Platform as it relates to the integration capabilities for any Client & CRM environment. There are standard integration points provided by SoftVu and non-standard integration points as referenced by the dashed line elements within **Figure 1: Opt-Out Workflow Process** below.

SoftVu MAP Standard Process Steps:

1. New leads will be inserted into the CRM, at which time, rules will be evaluated and if TRUE, a Marketing Campaign will be triggered to the SoftVu Marketing Automation Platform (MAP).
2. If the opt-out flag has been set in MAP, then the email campaign will not be sent as SoftVu's MAP will not distribute a campaign if the email address has previously been opted-out within the MAP.
3. If no opt-out flag was set, MAP will distribute a marketing campaign.
4. If the recipient of the email invokes the opt-out link within the marketing campaign, SoftVu will promptly opt-out the email address of the recipient and no additional campaigns will be distributed to the recipient.

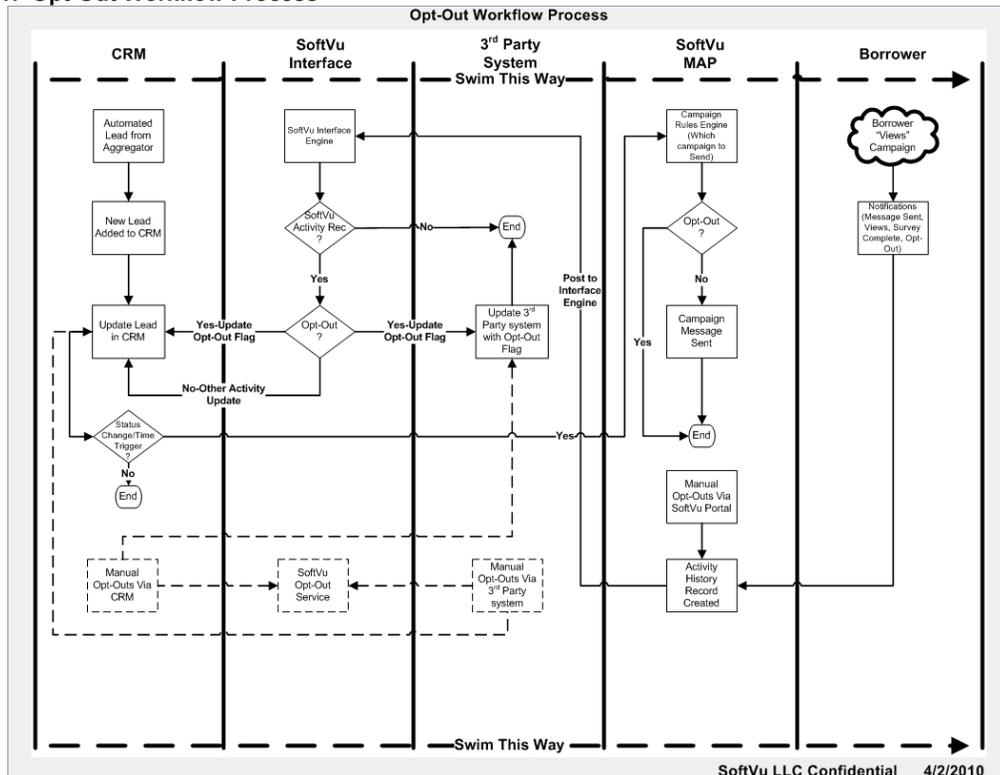
In addition, if the recipient contacts SoftVu Support directly and asks to be opted-out, SoftVu's support representative will immediately opt-out the recipient's email address and no additional campaigns will be distributed to the recipient.

- a. MAP will automatically post an opt-out activity record to SoftVu's Interface Engine. If a client wishes that transaction to be posted to a 3rd party system, the Interface Engine will post a standard, XML-based transaction to the 3rd party system.
- b. The 3rd party system will be responsible for updating its database with the opt-out information.

3rd Party Manual Process Steps:

1. If manual opt-outs are executed within a 3rd party system, SoftVu provides a standard opt-out service that the 3rd party system may invoke. Manual processes are indicated in **Figure 1: Opt-Out Workflow Process** below.
 - a. SoftVu will process valid requests for opt-out and update the opt-out information within the MAP.
 - b. SoftVu will add an opt-out entry in the MAP if no previous record exists.
 - c. Any 3rd party system is responsible for notifying any other 3rd party system regarding opt-outs.

Figure 1: Opt-Out Workflow Process



Summary:

In summary, SoftVu's MAP provides the capability for its clients to aggregate all opt-out entries within the MAP environment. SoftVu also has the capability to update 3rd party systems provided the 3rd party system can accept and process a standard XML-based transaction. SoftVu also provides professional services to assist clients with opt-out integration with 3rd party systems. SoftVu's opt-out service also supports a list of email addresses in the event clients wish to pre-populate opt-out information in SoftVu's MAP environment thus providing a centralized, synchronized opt-out solution.