



DOCUMENT:
CORPORATE ANTI-SPAM POLICY
TO:
VISION CRITICAL STAFF

VISION CRITICAL CORPORATE ANTI-SPAM POLICY

Overview

At Vision Critical Communications Inc (“VCCI”), we respect individual’s rights to have a spam free email inbox. Unsolicited commercial email (“UCE”), junk or bulk email, commonly known as spam, is a burden on everyone including ISP’s, recipients and independent software providers such as VCCI.

It is our goal to exceed the spam standards imposed by legislation and other government policy. VCCI will continue to review its anti-spam policy to make sure that it is relevant and remains current with changing industry standards, technologies and laws.

If you believe we are not succeeding in this objective, please contact us at

By email: abuse@visioncritical.com
Telephone: 604.647.1980
Fax: 604.647.1005

Or regular mail at
Attn: Panelist Support
Suite 700, 858 Beatty Street
Vancouver, BC Canada, V6B 1C1

so that we can proactively address any concerns that may arise.

Details of the VCCI Spam Policy

Vision Critical, and its subsidiaries, are expressly interested in connecting businesses with individuals who want to join their online communities in order to receive feedback on products, services or participate in public opinion studies (these people are henceforth know as “panelists”). As many of VCCI’s customers are large international based companies, this policy is enforced to protect their interests, as well as the interests of their panelists. As the primary form of communications revolving around these communications is based on email, we have several mechanisms in place to ensure our practices do not infringe on any rights that individuals have with regards to electronic communication.

License Agreements

Initial contact must be made to invite individuals to join one of our online communities.

- Our preferred method of invitation is through means by other than email (eg websites with “join here” links, linked with other traditional media campaigns, etc).
- As stipulated by our standard form license agreement, client organizations are legally bound to ensure they have express permission to contact potential panelists when using email. For example: it is forbidden to use a purchased list of emails addresses unless there is explicit permission granted by the recipient to use their email address in additional communications.
- Our license agreement also requires that they have permission to use Panelists email addresses for market research communications.
- Finally, our form of license agreement expressly forbids the use of VCCI software for anything other than market research purposes and community based communications built around our product offerings (eg newsletters, etc)

Double Opt-In

VCCI software uses a “double opt-in” method to confirm a panelists wishes to participate in an online community.

- Affirmative consent in writing is obtained from the Panelist, online or offline that they will become a member of the Panel and that their email address will be used in Panel email destined to them.
- Subsequently, the Panelist receives a confirmation email, and they confirm their consent by visiting a link provided in the email.
- The date and form of the affirmative consent, and the confirmation is recorded on a per-Panelist basis.

Opt-Out

There are several mechanisms available to individuals who no longer wish to receive email from VCCI systems or believe that we are infringing on their rights.

- Every email originating from VCCI systems has a distinct, working hyperlink to indicate that the recipient no longer wishes to be contacted.
- Responses to emails that originate from our systems that clearly indicate that the recipient no longer wishes to be contacted (eg “unsubscribe”, “please remove me from your mailing list”, etc) are processed immediately.
- Every domain registered by VCCI on behalf of our clients has a working abuse@ email address that is answered by and actioned on by a real person. Additionally any emails to abuse@visioncritical.com, abuse@angusreidstrategies.com or any domain under the strict control of VCCI can be contacted to initiate the same removal procedure.

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Privacy Policy

At no time can the information collected during our surveys, including email addresses, be used for any purposes other than those specified in our Privacy Policy. This means that in accordance with our Privacy Policy, we may only provide information collected in conducting a study to the client who has commissioned the study and we will not otherwise disclose a person's email address to third parties without such person's prior consent. For more information on our Privacy Policy please see http://www.visioncritical.com/VC_PrivacyPolicy_en-CA.pdf.

Scope

As VCCI software and systems are not the only means in which communications regarding our services are delivered, we limit the scope of this policy to communications originating from our software and systems. If we are approached by client organizations to provide a service that is in contradiction to this policy, they are directed to third party organizations that ensure compliance with the regulatory institutions regarding email communications.

Additional Information

VCCI software and systems are used by many large international companies. As these companies face the same issues with spam that the rest of the world has, we feel we can speak on their behalf when we say that we believe we have performed due diligence before sending a single email. If at any time email from us or our clients through VCCI systems becomes a nuisance we will work to rectify the situation in the most efficient manner possible.