CM.com

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Purpose

In compliance with applicable legislation and the company policy against unsolicited email and/ or electronic messages in particular SMS & RCS text message, OTT messaging apps like Apple Messages for Business, Mobile Push, Telegram Messenger, Viber, WhatsApp for Business and social media messaging app like Facebook Messenger, Google's Business Messages, Instagram messaging and Twitter, collectively referred to as "Messages" in this Policy, CM.com declares its goal to stop any kind of spam activities. CM.com values sustained system monitoring to ensure that its clients always comply with the anti-spam policy and do not send any Messages without the consent of the recipients.

Definition

We consider any unsolicited Messages, nor other unethical, illegal, punishable or otherwise fraudulent or illicit message or content as spam, regardless of it is sent in one individual message or in bulk. Ensuring the recipients' prior written consent has been gathered is a pre-requisite condition for sending certain types of messages to your recipients. We prohibit our clients to use any third parties' lists for messaging, regardless of the consent has been granted or not. We believe that any type of communication sent to a person about an irrelevant subject, that the person did not request, to be spam.

Guidelines

1. Acceptable/unacceptable use

1.1 Acceptable Use

Each client shall use CM.com's service to send Messages relating to its business and publish content in accordance with this Anti-Spam Policy, Privacy Policy, and any applicable terms and conditions governing CM.com's Service.

1.2 Unacceptable use

1.2.1 You are prohibited from using CM.com' service to send any Messages that are offensive, promote anything illegal, or harass anyone. You may not send any Messages containing content of the following nature:

• The promotion of illegal goods or services;

• Messages that violate any laws that are applicable to you, including Messages that violate any Anti-Spam laws; • Pornography or other sexually explicit;

• Marketing or commercial Messages without permission of the recipients.

12.2 Some industries are prone to unusually high levels of abuse complaints, which may be detrimental to the deliverability of all messaging traffic. To maintain the highest delivery rates possible for all our clients, we restrict businesses that offer the following type of products and/ or services to use our services:

- adult items;
- alcohol or tobacco products;
- credit repair and debt restructuring services;
- escort or dating services;
- gambling games;
- mortgages and loans;
- nutritional, herbal or vitamin supplements;
- online trading or stock market related services;
- pharmaceutical products;
- political or religious information;
- products or services that concern people underage.

2. Opt-in and Opt-Out

Opt-in: You must obtain valid and explicit consent from recipients before sending them Messages. The consent must relate specifically to the type of Messages you intend to send and must comply with all Applicable Law. You are responsible for maintaining sufficient evidence that such consent has been obtained for all recipients contacted via the CM.com platform.

Opt-out: You are required to provide recipients with a clear and accessible option to unsubscribe from future communications, unless exempted by Applicable Law. Each Message must include a functional opt-out link that allows the recipient to permanently remove themselves from your distribution list. This link must be prominently displayed, not embedded within other hyperlinks, and clearly described in a language the recipient understands. Please note that CM.com will not process Messages that are legally required to contain an opt-out mechanism but fail to include one.

3. What happens if our service is used for spamming If we find out that you are sending spam Messages using your account, you will expect all or some of the following to happen without further delay upon detection of the spam Messages by us:

- Suspension of your account without refund;
- Termination of the applicable agreement(s) between you and CM.com;

- You shall indemnify CM.com against all loss and damages that incurred from your spamming activity;
- We may take legal action against you!

4. Anti-spam laws

Electronic messages related rules and legislation differ from one country to another. It is your responsibility to ensure you are aware of and comply with any acts, directives and other legal frameworks that regulate email and/ or electronic messaging in the country(ies) you send Messages in or to.

5. Waiver of Liability

By accessing our website, signing up for our service and agreeing to our Terms and Conditions, you are also agreeing to this Anti-Spam Policy in its entirety. Depending on where you operate, you may be subject to additional anti-spam laws in force in certain countries. CM.com shall in no way be held responsible to you and may terminate your accounts/ contracts for violation(s) of said laws.