



## Anti-Spam Policy

Reign Capital Limited (“**Reign Capital**” or “**RC**”) is committed to permission-based email marketing practices and has therefore established this no-tolerance anti-spam policy. Reign Capital has a strict policy against *spamming*. We prohibit the sending of unsolicited mass emails of any kind.

### What Is SPAM?

SPAM, also known as junk mail, is an unsolicited commercial e-mail message, especially a mass e-mail message. Unsolicited means that the recipient has not given verifiable permission for the message to be sent. “*Bulk*” means that the message is sent as part of a larger collection of messages, all with substantially identical content. “*Spamming*” refers to the transmission, distribution, or delivery of any unwanted commercial correspondence, particularly in bulk, by electronic means of communication.

### In addition, SPAM can also have the following characteristics:

- **Anonymous:** The address and identity of the sender are concealed or are fraudulent
- **No Opt-Out:** No option is given to stop receiving future emails
- **Sent in Mass:** The email is sent to large groups of people
- **Malicious:** It is sent with malicious intent

In May 2018, the anti-spam law was strengthened and improved under a new set of rules called GDPR or the General Data Protection Regulation. The GDPR impacted UK businesses and marketers who send emails to people within the European Union. To this end, we at RC have a zero-tolerance policy on spam.

### Why is Reign Capital strict on SPAM?

Reign Capital's goal is to deliver emails to our client's inboxes. With responsible mailing, we can monitor list downloads, complaints, and other measures that help us ensure that there are no problems and that our goal is met. Irresponsible email practices, such as spam complaints, sending to old or non-existent addresses, and low engagement rates, all have a negative impact on the receiver and on Reign Capital, which can result in our email servers being blocked. If we are blocked, all our clients will be affected. If a customer receives too many spam complaints or has compliance issues, our team will work closely together on the issue diligently to prevent obstruction within this means of communication.

### SPAM filtering

Our messaging systems automatically scan all incoming emails and other messages and filter out messages that appear to be spam. We may also report incoming emails as spam. This can result in IP addresses and domain names being blacklisted.

### SPAM filtering issues

No message filtering system is 100% accurate, and from time-to-time legitimate messages will be filtered out by our systems. If you believe that a legitimate message you have sent has been filtered out by our systems, please advise the message recipient by another means.



You can reduce the risk of a message being caught by the spam filters by:

- sending the message in plain text (instead of, or in addition to, HTML)
- avoiding the terminology and text styling typically used by spammers
- ensuring that your messages are scanned for malware before dispatch

## **User SPAM**

We provide a facility that enables users to send email messages to others. Users must not use our messaging facility or any of our other services to store, copy, send, relay, or distribute spam. Full provisions concerning the use of our messaging facility are set out on our website at [www.reigncapital.co.uk](http://www.reigncapital.co.uk).

## **Reporting Abuse**

If you feel someone is sending an unsolicited email from and/or pretending to represent Reign Capital, you can report to us by emailing us at [info@reigncapital.co.uk](mailto:info@reigncapital.co.uk). Each email is reviewed and cataloged by a member of our Risk & Compliance Department. We will investigate each complaint and take appropriate and immediate action against the sender.

## **Legal requirements**

Reign Capital complies with the legal requirements established for commercial email service providers:

- The Privacy and Electronic Communications Regulations 2003 (PECR), CAN-SPAM Act of 2003
- The Directive 2000/31/EC of the European Parliament and Council of 8 June 2000 (On legal aspects of information society services electronic commerce in the Internal Market (“Directive on Electronic Commerce”) along with
- The Directive 2002/58/EC of the European Parliament and Council of 12 July 2002 (Concerning the processing of personal data and the protection of privacy in the electronic communications sector (Directive on Privacy and Electronic Communications) and laws in force of the User’s country of residence)

## **Changes to this Anti-SPAM Policy**

Reign Capital may amend this anti-spam policy at any time by publishing a new version on this Website.

## **Contact Us**

Should you have any questions with regards to this anti-spam policy, please do contact us via email at: [info@reigncapital.co.uk](mailto:info@reigncapital.co.uk).

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