

Bulk Email Policy

In an effort to make our email hosting services as reliable as possible, we must restrict our customers from doing anything that could jeopardize the reputation of our mail servers. Thanks to our strict [Acceptable Use Policy \(AUP\)](#), our mail servers have a strong reputation for consistently sending legitimate email. Our customers benefit from this directly, since email sent from reputable mail servers will be delivered promptly and effectively—arriving in recipients' inboxes, rather than in their spam folders.

One of the most important ways we protect the integrity of our mail servers is to restrict bulk email. Our AUP's Bulk Email Policy restricts customers from sending any email of similar content to more than 250 recipients—even if the email is sent in batches over time or is sent using multiple email accounts.

These restrictions are tough, but they are necessary to protect our mail servers from potential blacklisting. If an ISP or another email host detects that unsolicited or undesired email has been sent from one of our servers (even just one email out of a thousand), the server may be blacklisted—which results in email delivery delays and may cause legitimate email to end up in recipients' spam folders. This affects not just the offending customer, but all customers sending email through the mail server. Though we have safeguards in place to promptly replace blacklisted servers, we must preserve our mail servers' reputation for always sending legitimate email.

When email hosting companies compromise and allow their customers to send bulk email, it negatively affects everyone. In fact, many businesses turn to us because of our strict AUP. They're tired of having their email flagged as spam by their recipients' email providers and they know that our AUP will prevent this from happening. It's one more way that we're Fanatical for our customers.

We do recognize that many businesses need to send legitimate bulk email. And, we are here to help. We've identified iContact, a leader in the email marketing industry, as a company that not only specializes in permission-based, CAN-SPAM compliant, bulk email services, but that also shares our commitment to high quality products and reliable email delivery. To learn more about iContact and how they can help with your bulk email needs, please visit them at www.icontact.com/rackspace.

Pub. 5/10

“**Our AUP's Bulk Email Policy restricts customers from sending any email of similar content to more than 250 recipients outside of the customer's domain.**”

