



The Society of Teachers of the
Alexander Technique

Anti-spam Guidelines

As part of your personal marketing, many of you may wish to send informative emails about workshops or similar information to your colleagues, pupils or members of the public who have expressed interest in the technique. To that effect, if you plan or have put together an e-mailing list, we would like to ask you to take the following anti-spam guidelines below into consideration when preparing a bulk email:

- (1) You should not add subscribers to your mailing list without their permission.
- (2) Any emails you send must include *your own* email address. You may wish to include your email address at the end of your email as well.
- (3) Refrain from sending emails with the subject line being different to your message, just to entice your recipients to open the message, when clearly what you send is an advertisement of some kind.
- (4) The content of your emails should not include anything that is illegal.
- (5) Include a 'spam disclaimer' in your email, something along the lines: "You expressed interest in receiving information about the Alexander Technique. If you are no longer interested, please reply to this message writing 'unsubscribe' in the email body."

We wish you a safe and successful emailing!

STAT Office