

Email Compliance Audit CHECKLIST

Audit your email programme against CAN-SPAM, GDPR, and CASL — before a complaint forces you to.

For: Marketing Managers · Salesforce Admins · Legal & Compliance Teams
Covers: CAN-SPAM · GDPR · CASL · Consent · Data Retention · Sender ID

CAN-SPAM US — applies to all commercial email	GDPR EU/UK — applies to EU recipients	CASL Canada — opt-in required	Global Best practice for all senders
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📄 CONSENT & LIST ACQUISITION

- Every contact has given explicit permission to receive email from you Critical
- Opt-in method is documented — form, checkbox, or verbal record on file Critical
- No purchased, rented, or scraped lists are in use Critical
- Double opt-in used where GDPR or CASL apply GDPR/CASL
- Consent records include timestamp, source, and opt-in wording GDPR
- Re-permission campaign run for contacts inactive more than 12 months

⚙️ GDPR REQUIREMENTS (EU / UK)

- Lawful basis for processing documented — consent or legitimate interest Critical
- Privacy policy link included in every marketing email Critical
- Right to erasure honoured — contact deleted from all systems on request Critical
- Data transferred outside EEA only under an approved mechanism GDPR
- Consent is freely given, specific, informed, and unambiguous GDPR
- Data Protection Officer (DPO) notified of any email data breaches GDPR

⚠️ CAN-SPAM REQUIREMENTS

- From Name and From Address accurately identify your organisation Critical
- Subject line is not deceptive — it reflects the email content Critical
- Physical mailing address is present in every email footer Critical
- Unsubscribe link is clear, functional, and visible in every send Critical
- Opt-out requests are honoured within 10 business days Critical
- Transactional and commercial emails are clearly distinguished

🔗 UNSUBSCRIBE & PREFERENCE MANAGEMENT

- Critical One-click unsubscribe works — no login or extra steps required Critical
- Unsubscribe link appears in all bulk and marketing sends Critical
- Preference centre available — letting contacts manage frequency or topics
- Suppression list synced across all sending tools and Salesforce Critical
- Unsubscribes from one channel suppressed across all channels
- Unsubscribe requests logged with timestamp and method for audit trail

🍁 CASL REQUIREMENTS (CANADA)

- Critical Express or implied consent obtained before sending to Canadian recipients Critical
- CASL Implied consent documented — recent purchase, inquiry, or membership CASL
- Unsubscribe mechanism present and processes within 10 business days Critical
- Sender name, mailing address, and contact info in every message Critical
- Implied consent tracked with expiry — 2 yrs for business, 6 mths inquiry CASL

📁 DATA RETENTION & SECURITY

- Retention policy defined — contact data not held longer than necessary GDPR
- Inactive contacts reviewed and purged on a documented schedule
- Email data stored securely — access restricted to authorised users only Critical
- Data processor agreements in place with all email vendors GDPR
- Breach notification process documented — 72-hour rule under GDPR GDPR

Tag key

- Critical Must not skip — legal or deliverability risk
- GDPR Required for EU/UK recipients
- GDPR/CASL Required for EU/UK and Canadian recipients
- CASL Required for Canadian recipients

Unchecked Item

SENDING COMPLIANT EMAIL AT SCALE FROM SALESFORCE?

MassMailer handles unsubscribes, suppression lists, and consent management natively inside Salesforce — no external tools needed.

INSTALL FREE	massmailer.io/install
BOOK A DEMO	calendly.com/siva-devaki



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