



Questionnaire for bulk mailers

for the central white list for accredited senders, Certified Senders Alliance (CSA)

Please complete this form and send it to eco via fax or mail.

Fields in italics are for internal processing

- First-time registration
- Changing/Adding

CSA customer number.: _____

1. Business

Company: _____

 Address.: _____

 Country: _____
 Phone: _____
 Fax: _____
 Email: _____
 URL: _____
 Form of Org.: _____

DDV / DMVÖ / BVDW member: Yes / No
 eco member: Yes / No
 Customer of Coop.-Partner: Yes / No
 If "yes", Cooperation Partner:

Annual Sales: < 0,5 M €
 > 0,5 M € & < 2,5 M €
 > 2,5 M €

2. Invoice address

Last Name: _____
 First Name: _____
 Address: _____

 Phone: _____
 Fax: _____
 Email: _____
 VAT-Nr.: _____

3. Management

Last Name: _____
 First Name: _____
 Phone: _____
 Fax: _____
 Mobile: _____
 Email: _____

Please note: the figures for annual sales refer to the total of annual sales of the respective company, independent of how large the share that can be specifically assigned to email marketing may be.

Please insert your business domain and industry branch:

4. CSA-Contact

Last Name: _____
First Name: _____
Title: _____
Phone: _____
Mobile: _____
Fax: _____
Address: _____

Email1*: _____

5. CSA-Contact (Agent)

Last Name: _____
First Name: _____
Title: _____
Phone: _____
Mobile: _____
Fax: _____
Address: _____

Email1*: _____

Complaints Email-address:

For all complaints regards to mailing (Complaints address or Feedback Loop). A role-related e-mail-address is compellingly required (for example complaints@example.org). The sender is responsible for the internal distribution of the e-mail.

* For general communication within the context of the project.

6. Compliance with certification criteria

6.1. Have you listed all of your outgoing mail servers in the attachment (Including those that meet the regulations for the CSA white list and those you do not want white listed)? Yes / No

6.2. Have you listed the servers which are not supposed to be white listed? Yes / No

If "no", please continue with question 6.4.

6.3. Do the mail servers which are not supposed to be white listed meet requirements for exceptions under section 2.a.aa. and/or 2.er 2.a.bb? Yes / No

If "yes": please send us a digital copy of your reasons why the servers should be exempted from white listing. Send to: certification@helpdesk.certified-senders.eu.

Have you sent the above document to above mentioned email address? Yes / No

If "yes", when (Date & Time): _____

Consent

6.4. Are emails sent only to recipients who have opted-in by giving their consent or are they also being sent to existing customers of the advertiser? Have you complied with the conditions of Art. 13 Sec. 2 of Directive 2002/58/EC of the European Parliament and of the Council of 12 July 2002 concerning privacy and electronic communications? Yes / No

6.5. Have you verified that the addressee has given separate consent to commercial emails? (The consent must stand on its own and not be part of other declarations, such as consent to general terms and conditions.) Yes / No

6.6. Have you ascertained that the addressees have given their active and conscious consent to receive promotional emails without pre-clicked/pre-checked boxes being used? Yes / No

Email Design

6.7. Does each email you send as well as your company's website have a complete imprint according to §5 (1) of the German Telemedia Law (TMG)? Yes / No

6.8. Are all principals and the imprint of the newsletter clearly and readily identifiable? Yes / No

6.9. Are there directions for cancellation and an opt-out option given for the recipients? Yes / No

6.10. Are you using email addresses that you or your customers have acquired from third parties? Yes / No

If "yes": have you or your customers ascertained, before sending advertisements, whether only those recipients are subscribed who have given consent, as defined in the CSA membership criteria, not only to messages from the third party, but also to outside firms such as you or your customers? Yes / No

6.11. Are you ensuring that your email headers and/or subject lines do not disguise the message's commercial nature or mislead in any other way Yes / No

6.12. Are email addresses obtained by a third party being used (such as with co-sponsorship)? Yes / No

If "yes", have you ascertained that the following criteria have been followed in gathering the addresses: Yes / No

a) The companies for which the address data was generated were clearly named individually by name and industry sector?

b) The user was able to view the list of companies easily and clearly?

c) The number of businesses or persons for whom address data has been collected is reduced to a level that precludes the transfer of user data to a disproportionately large group of third parties? Are users able to grasp the scale and scope of their consent simply and easily control the lawful use of their data?

Technical configurations

6.13. Do your servers have the appropriate technical security measures in place? (Firewall, no open relay, etc.) Yes / No

6.14. Are your emails RFC-compliant? Yes / No

6.15. Do your IP addresses and DNS names (FQDN) of all your email servers correspond with those on record with ARR and PTR? Yes / No

6.16. Do the WHOIS entries of the IP addresses and/or corresponding FQDNs listed above name you as the sender? Yes / No

6.17. Is the FQDN registered in the DNS and used in the SMTP dialogue (envelope communication) given at the HELO / EHLO commands? Yes / No

6.18. Do the WHOIS entries you refer to provide valid and accessible email addresses for general contact and to report abuse? Yes / No

6.19 Do you have a separate abuse/complaint email or feedback loop email (a role-based account responsible for receiving automated complaints or inquiries from ISPs or recipients) for your IP addresses? Has it been provided to CSA via certification@helpdesk.certified-senders.eu ? And are you able to process ARF and X-ARF? Yes / No

If "yes", when (Date & Time): _____

6.20. Are you able to respond to complaints within one business day? Yes / No

6.21. Do you have sole technical control over your servers? Yes / No

6.22. Are your specified email servers dedicated solely to sending bulk emails such as newsletters and not used for individual email communication? Yes / No

- 6.23. Do you remove recipients' email addresses after 3 hard bounces? Yes /
 No
- 6.24. For the envelope MFROM email address, do you enter a valid SPF MFROM record in the DNS and is that address accessible for bounces? Yes /
 No
- 6.25. Do you enter a SPF-HELO entry in the DNS for the mail server's FQDN? Yes /
 No
- 6.26. If you make, or plan to make, SenderID entries in the DNS, are these in the SPF delimiting form "spf2.0/pras"? Yes /
 No
- 6.27. For the domain name in the envelope email address (MFROM), do you enter at least one very low priority MX record as well as a (possibly additional) A-Record on the email server in the DNS? Yes /
 No
- 6.28. Do you use DomainKeys Identified Mail (DKIM)? Yes /
 No
- 6.29 Do you insert a list-unsubscribe header in your emails? Yes /
 No
- If "no" proceed with 6.30, otherwise 6.31
- 6.30 Do you insert a List-Help-Link? Yes /
 No
- 6.31 Do you insert a List-Id header in your emails? Yes /
 No
- 6.32 Do you insert an X-CSA-Complaints header in your emails? Yes /
 No
- 6.33 Can you or your customers receive and process DKIM-failure reports? Yes /
 No
- 6.34 Can you or your customers receive and process SPF-failure reports? Yes /
 No

7. Required information for third party services (ASP services)

Important: If you provide advertising services for clients and send emails on their behalf through CSA, you are obliged to ensure that your clients meet the mandatory criteria of CSA.

Do you provide clients with ASP services?

Yes /
 No

If so, please send us digital copies of your customer service agreements and your general terms and conditions. Please send to: certification@helpdesk.certified-senders.eu.

Have you sent the above documents to the above mentioned email address?

Yes /
 No

If "yes", when (Date & Time): _____

8. Newsletter Samples

Please send us samples (min. 3) of newsletters sent by you or your clients (unedited emails already sent including all header lines in text format) to:
certification@helpdesk.certified-senders.eu

Have you sent the above newsletter samples to the above mentioned email address?

Yes /
 No

If "yes", whenn (Date & Time): _____

9. Email Servers and WHOIS-Information

As described in the attachment to this questionnaire, please send us the names of your outgoing email servers in a text file (companyname_data.xml). Also please send the relevant WHOIS information via email to certification@helpdesk.certified-senders.eu.

Have you sent the above server and WHOIS information to the above mentioned email address? Yes / No

If "yes", when (Date & Time): _____

10. Application Procedures, Privacy

- 10.1. Only complete applications are processed.
- 10.2. An application is complete when CSA has the following documents/information:
 - a. completed and signed CSA participation terms and conditions in duplicate,
 - b. completed and signed CSA questionnaire,
 - c. at least three sample newsletters,
 - d. full WHOIS and email server information, and, if required:
 - e. customer service agreements as listed under Item 7 of this questionnaire.
- 10.3. Inquiries and submissions will be considered from authorized contacts of the bulk mailer (items 4 and 5 of this questionnaire).
- 10.4. Any information and personal data provided by you in this questionnaire or in any other part of the certification process will be stored, processed, and used by eco for certification purposes and as part of the current white list. This is done in accordance with contractual agreements and data protection laws. Data about certified servers will be sent to the participating ISPs and spam filter manufacturers. Other data will be provided only to ISPs. The bulk mailer is not entitled to use data or information not intended for its use or that of third parties to promote its services or those of a third party.



Place, Date

Signature, Company Stamp

ATTACHMENT

to the CSA questionnaire for bulk mailers
Information on email servers and WHOIS data

Important notes:

- a. Please keep in mind the "Admission criteria for bulk mailers". E.g. for all servers named in this document a "reverse lookup" has to be possible. Furthermore, it is only permitted to name servers which are exclusively in use for sending out automatized emails (e.g. newsletters).
- b. Send the servers to be certified stored in a text file (company_name_date.xml) attached to an email to certification@helpdesk.certified-senders.eu as follows

```
<certified_server>
  <IPtype>IPv4</IPtype>
  <IP>111.111.111.111</IP>
  <DNSname>mail1.xxxxxxxxxx.de</DNSname>
</certified_server>
<certified_server>
  <IPtype>IPv4</IPtype>
  <IP>111.111.111.112</IP>
  <DNSname>mail2.xxxxxxxxxx.de</DNSname>
</certified_server>
<certified_server>
  <IPtype>IPv4</IPtype>
  <IP>111.111.111.113</IP>
  <DNSname>mail3.xxxxxxxxxx.de</DNSname>
</certified_server>
<certified_server>
  (...)
</certified_server>
...USW.
```

c. Provide the servers, which shall NOT be certified (see document "Admission criteria for bulk mailers"), in another text file (company_name_notcert_date.xml) as follows

```
<not_certified_server_IP v="4" DNSname="mail1.x.tld">192.99.99.99</not_certified_server_IP>  
<not_certified_server_IP v="4" DNSname="mail2.x.tld">192.99.99.98</not_certified_server_IP>
```

...usw.

d. Please tell us in a separate email the reasons why some of your servers should not be put on the white list (such as "test server").

e. For each server, provide a detailed WHOIS report for both the IP address and the FQDN (Fully Qualified Domain Name). Please send the WHOIS reports for all submitted servers combined into a single pdf file to certification@helpdesk.certified-senders.eu

f. Please let us know exactly when you plan to add new servers.

g. Deleting servers can be requested informally by sending us a fax or letter or an email to certification@helpdesk.certified-senders.eu