Checklist for senders

An extract from the required criteria[1]:

Legal criteria	
Opt-In: Sending emails only to addresses who have given their consent (alternatively: existing customer relationship with the option to opt out)	☐
A legal notice (imprint) in every email in full, or as a link which leads to a webpage with the legal notice within a maximum of two clicks	☐
The provision of the option to withdraw consent and unsubscribe in every email	☐
No disguising of identity or of the commercial nature of the email	☐
Technical criteria	
Sole technical control of the sending server, either directly or, e.g., through managed hosting	☐
The servers must only be used for authorized email sending and not for other services such as webmail, webshop etc.	☐
Every server must not only have a unique A-Record, but also have a matching rDNS entry	☐
WHOIS entry of the IP address and/or the host domain refer to the technical sender, including a valid and available abuse contact	☐
List hygiene and handling bounces: Removal of an addressee's email address from the list after a maximum of three hard bounces	☐
Use of SPF and DKIM for authentification	☐
A list-unsubscribe header to allow easy unsubscription or a list-help header in exceptional cases	☐

---

[1] A complete and detailed explanation of the admission criteria can be found on the CSA website under https://certified-senders.eu/wp-content/uploads/2014/03/CSA_Admission_Criteria.pdf