

EUROPEAN UNION DIRECTIVES AND REGULATIONS AFFECTING E-MAIL MARKETING

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Abstract: *E-mail marketing, as a form of direct marketing, became popular because of its advantages, but it is not, as it appears at first glance, the perfect direct medium without any restricts. European Union directives and regulations affect e-mail marketing. E-mail marketers must be aware of the implications of the EC directives when communicating with customers. They are forced to adopt stricter opt-in policies than before, which means finding a way to obtain permission from the customers before sending them commercial e-mails.*

Key words: *e-mail, e-mail marketing, opt-in, spam, EC directives.*

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