

EXPRESS

VS

IMPLIED

NEVER
EXPIRES

A RECIPIENT EXPLICITLY ASKS
TO RECEIVE YOUR
EMAILS, FOR EXAMPLE

STAY UP TO DATE!
SIGN UP FOR OUR
E-NEWSLETTER

SIGN ME UP

FILLS OUT A FORM
ON YOUR WEBSITE
WHERE IT CLEARLY
STATES HE WILL RECEIVE
EMAIL MARKETING
MESSAGES FROM YOU

NICE SEEING YOU AT
THE TRADE SHOW!
THANKS FOR YOUR
INTEREST, CLICK ON
THE LINK TO GET
ADDED ON THE LIST

SIGN ME UP!

CLICKS ON A LINK
TO CONFIRM
SUBSCRIPTION ON
A CONFIRMATION EMAIL

SIGN ME UP FOR
NEWSLETTERS

CHECKS AN
UNCHECKED BOX
DURING THE
PURCHASE PROCESS

A RELATIONSHIP EXISTS, BUT THE
RECIPIENT HAS NOT EXPLICITLY ASKED
TO RECEIVE YOUR EMAILS, FOR EXAMPLE



CONSENT
EXPIRES IN
24 MONTHS

AFTER THEY PURCHASED
SOMETHING FROM YOU



CONSENT
EXPIRES IN
24 MONTHS

AFTER THEY
DOWNLOAD A TRIAL
OR FREEMIUM VERSION
OF YOUR SOFTWARE



CONSENT
EXPIRES IN
24 MONTHS

AFTER THEY GIVE YOU A
BUSINESS CARD AT
A TRADE SHOW

EVEN IF YOU HAVE IMPLIED CONSENT,
YOU'RE BETTER OFF SENDING A CONFIRMATION EMAIL
IN ORDER TO GET EXPRESS CONSENT... WHICH NEVER EXPIRES.

