

Welcome to Certification for Mandated Mail

Once you have identified a triggering event, please fill out the questionnaire below. Once complete, attach this document to an email sent to Certification@validity.com.

Note: Our Certification Analyst team will be in touch within 48 hours once this questionnaire has been filled out and sent. Please afford time for the following:

- Certification for Mandated Mail is a requirements-based program. All requirements must be met in order to participate. If there are changes to be made, an audit will be provided, and notification to Mailbox Providers will not be sent until all changes are completed.
- Our partnering mailbox providers have requested a minimum notification period of 48 hours prior to the send occurring.

QUESTIONNAIRE

1. Sender Organization:

2. Category of Triggering Event (please select one):

☐

Legal / Privacy / TOS Notice

☐

Other (please explain):

☐

Safety / Duty of Care

☐

Emergency / Health / Natural Disaster

☐

System / User Access / Data Breach

3. Please provide information justifying the triggering event. Include any links to official company notifications or government sites.

4. Message Target Volume:

5. Date of Send:

Start

End

Time of Send:

Start

End

6. Message Subject Line(s):

7. Message Screenshots (Please attach full copies or screenshots of the entire email creative(s) for Validity approval).

Note: Certification for Mandated Mail cannot be enabled unless message content is approved by Validity.



8. IP Address(es)

Dedicated IPs

Shared IPs

9. Sending Domain(s):

10. Return-Path Domain(s):

11. DKIM Domain:

Selector:

12. Friendly-From Address:

13. ESP, if known:

Please affirm each of the following by checking the box below:

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The sending domain(s) listed above have been owned by and registered to <company> for at least 6 months.

☐

(Optional) We agree to suspend email deployment of any and all campaigns that have not been preapproved by Validity during the Mandated Mailing Event. This includes, but is not limited to, legacy campaigns, promotional, corporate, or free-form content).

Signature

Date

