

CAN-SPAM Compliance and Email Collection Statement

CAN-SPAM

Florite makes every effort to ensure our e-mail messages are in compliance with all rules and regulations set by the CAN-SPAM Act of 2003. The CAN-SPAM Act was created by the Federal Trade Commission to protect consumers from misleading or unwanted emails. (<https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>).

Per the CAN-SPAM Act:

- Florite accurately defines our e-mail header information.
- Florite ensures the subject line accurately reflects the content of the e-mail message.
- Florite identifies the e-mail message as an ad, if applicable.
- Florite always provides our location, contact information and address in the e-mail.
- Florite provides all e-mail recipients a means to opt-out of future messages.
- Florite instantly honor opt-out requests.

E-Mail Collection

In an effort to best communicate with those who are interested in our products and services, Florite collects e-mail addresses using some of the following methods:

- Customer visits
- Visitors on our website
- LinkedIn contacts
- Trade shows attendees
- Friendly forwards
- Newsletter sign-ups
- Marketing material supplied with every instrument sold
- From phone calls, with permission given
- Fish bowl business card collection
- Vendors provide potential customer data if permission has been given
- Opt-in e-mail database
- By encouraging current subscribers to share and forward our e-mail messages