



## Pre-Application Checklist

Use this checklist to make sure you are ready to apply for certification. Once you have all of the information handy, it should only take about 10 minutes to complete the online application. It's important to note that while meeting these checklist requirements will facilitate the application process, certification cannot be granted based on this form alone. If you have questions about any of the items in the checklist, please refer to the Standards and Requirements detailed in the Sender Certification Evaluation Kit.

### Infrastructure Standards

The IP address submitted for certification must comply with the following:

- Your email is sent over dedicated IP address(es), and you are the only sender that uses them
- The IP address(es) have at least 90 days of mailing history
- You have a fully qualified rDNS record including a PTR record with a corresponding A record that points back to the original IP
- You have a Sender ID compliant SPF record published for all from and return-path sending domains associated with this IP address.
- Your email operates in a secure environment that does not route through open relays or open proxies
- You participate in Windows Live Hotmail JMR feedback loop to reduce complaints. Participation in other available feedback loops is strongly recommended but not required.

### Best Practice Standards

Your email program must comply with the following:

- Your website provides clear and conspicuous disclosure at the point of collection of email addresses describing the type of email subscribers will receive.
- You publish a Privacy Policy which is linked clearly and conspicuously from the front page of the homepage and also from any point of collection.
- You use only the following forms of consent: Double Opt-In, Opt-In with Verification, Opt-In, Pre-selected Option with Verification, Pre-selected Option
- You actively monitor [abuse@](#) and [postmaster@](#) accounts for the FROM and RETURN-PATH domains present in mail headers.
- Your contact information has been submitted to Abuse.net and is visible via Whois and is up-to-date.
- Every commercial email you send includes a functional, conspicuous and clearly labeled Unsubscribe link and all peer-initiated email includes global Unsubscribe functionality.
- You only send a maximum of one follow-up message to any peer initiated invitation.

