



Why We Only Send ‘Polite Cold Email’

Including Public Resources on Privacy, Regulations and the CAN-SPAM Act

At ColdFire our tagline is ‘*Polite Cold Email*’ which applies to all aspects of our service. All email campaigns that we operate are created for a curated audience that is predisposed to resonate with the value proposition offered. The value prop is tailored to the product/service of our client.

When it comes to finding contact information, we only use GDPR approved techniques. When we send emails we do so from a domain name that accurately represents the client we work with and we never create fake domain names that misrepresent the actual content or intent of the emails.

When we write cold email scripts we make sure they accurately describe the value proposition that is being offered, and do so in written format only. Our emails never contain commercial images, visuals or GIFs of any kind. All emails that we send out are composed to convey genuine value to the recipient. All emails are respectful, professional and 100% written in good faith.

We never send generic mass-market emails and always honour unsubscribe requests within hours of receipt. We limit follow up sequences to a maximum of 3 emails on all campaigns ([well below industry standard](#)) and recipients have the ability to reply with an opt-out request to any email.

If we do our job well, ‘cold emails’ will read like ‘lukewarm emails’ because they are polite and because they offer something of value that is likely to appeal to the curated target Audience List.

The bottom line is that our campaigns would not work if we send out ‘spam’ emails because A) most recipients won’t receive emails due to today’s sophisticated spam filters and/or B) such emails would then get flagged as ‘spam’ manually. In addition, we safeguard the campaign by monitoring the so called Spamassassin Score of the email address we set up for your campaign.

We hope this information helps you better understand the nuances of how we operate.

Please find additional resources below for more information.

[The CAN-SPAM Act: A Compliance Guide for Business](#)

This website, by the Federal Trade Commission, explains how to interpret the CAN-SPAM Act.

[What is Spam? The Truth About Unsolicited and Cold Email](#)

In this article, Derek Smith of ZoomInfo summarises various aspects of unsolicited email.

[Basic requirements for sending a cold email campaign](#)

In this article, Margaret Sikora of ZoomInfo that covers a quick guide to polite cold email.

[Frequently Asked Questions about GDPR for Cold Email](#)

In this article, Cathy Dawiskiba of Woodpecker covers 6 FAQs around GDPR and cold email.

[An overview of the California Consumer Privacy Act \(CCPA\)](#)

A recap of the CCPA on the website of the State of California Department of Justice.