

# Terms and Conditions for Gambling Industry Companies - Selzy

These Terms and Conditions for Gambling Industry Companies set out the rules applicable to your use of the Selzy (“Selzy”, “we”, “us” or “our”) hosted email platform and related services, including the web site located at [www.selzy.com](http://www.selzy.com) and such other sites as may be designated by us (each, the “Site” or collectively, the “Sites”) and the Selzy API (the “Services”).

These Terms and Conditions should be read in conjunction with the [Terms of Service](#) into which it is incorporated by reference. If you violate these Terms and Conditions, we may suspend or cancel your account.

We may modify these Terms and Conditions from time to time. We will provide you with notice of any material changes to these Terms and Conditions by publishing or communicating the changes through our Services or by other means so that you may review the changes before continuing to use our Services. Your continued use of the Services after we publish or communicate a notice about any changes to these Terms and Conditions means that you agree to the changes.

By generating or sending email through the services, you agree to comply with this these Terms and Conditions

## 1) Process of registering your gambling company with Selzy

- Step 1: submit an application
- Step 2: have your domain health checked by our anti-spam team. If the domain passes the check, you sign a Warranty Letter, and from this moment you officially join Selzy
- Step 3: your dedicated account manager joins to help you with setting things up.

## 2) Requirements.

You must follow these guidelines when sending emails using Selzy

Statistic Thresholds	Acceptable levels	Additional details
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Bounces	≤ 5%	Calculated on the number of messages that have bounced
Unsubscribes	≤ 1%	or 1% if unsubs > clicks
Spam Complaints	≤ 0.05%	Calculated on the number of messages that have been reported as spam
Blocks	<20%	Calculated on the number of messages that have been blocked

### 3) Email Authentication

All the domains specified by you in the Warranty Letter must have SPF, DKIM, and DMARC authentication. Your personal account manager will assist you in this process.

### 4) Link Redirection

All links included in the emails must redirect to the domains specified in Warranty Letter. Any redirects or actions aimed at hiding the final landing domains are prohibited.

### 5) Authorized Domains

You are permitted to send emails only from the domains specified in the Warranty Letter. If there is more than 1 domain, you should indicate them all in the Warranty Letter. Sending from other domains is prohibited and subject to additional approval from Selzy’s anti-spam team.

### 6) Campaign Rejection

If **5 (five)** campaigns are rejected by a moderator, your account will be permanently banned. The moderator will specify the terms of the contract that were breached leading to the rejection.

## 7) Account Banning

Account banning results in the permanent loss of all funds paid by you to Selzy.

## 8) Subscriber Base

Emails may only be sent to a subscriber base that is legally owned by you, with explicit consent from the subscribers to receive emails.

## 9) Content Restrictions

Any email content asking subscribers to register with your domains is a violation of point 9, and can lead to permanent account banning.

## 10) Blacklists

Notifications from the email blacklisting service(s) or ESPs, mentioned in attached Annex, regarding blacklisting of your IPs or any domain(s) will lead to your Selzy account being banned. This Annex is updated every six months by Selzy.

Notifications from other email blacklisting service(s) or ESPs **not** mentioned in the attached Annex will lead to investigation and possible account suspension during the investigation period.

## 11) Onboarding

You will be onboarded only by an account manager who provides approval for the use of Selzy.

## 12) Refund Policy

You acknowledge that all payments to Selzy are non-refundable and that Selzy's Refund Policy (<https://selzy.com/en/legal/refund/>) is not applicable to you.

## Annex - Verified Blacklisting Service(s) and ESPs

**Blacklists:**

1. Spamhaus
2. UCEPROTECT
3. Barracuda
4. Abusix

**ESPs:**

1. Yahoo / AOL
2. Gmail
3. Microsoft (Hotmail / Outlook / MSN / Live)
4. iCloud
5. Mail.ru
6. Yandex