

eNotification

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Louisiana

Survey results

Louisiana lessons learned

Louisiana plans

Literature

What's next?

Survey results

Email sent	Always	Yes (if on file or subscription exists)	No
Renewal notice	1	7	9
Involuntary cancel		3* 1 with paper too	14
Change notice		3* 1 address change only	14
Online status	5		12
deliverables	4	3	12
Paper status		3	14
deliverables		3	14
Data subscriptions	3	3	11
Web changed		3	14
Other	1	1	

Survey results

Email Contents	Attachment	Hyperlink	Text only	N/A
Renewal notice	1* service companies only	6		1
Involuntary cancel	1	2		
Change notice		3		
Online status		3	2	
deliverables	1	4		1
Paper status		1	2	
deliverables	2			1
Data subscriptions	2	2	1	1
Web changed		1		1
Other	1	1		

Survey results

Email process	Automatic	Manual	Batch	N/A
Renewal notice	2		5	1
Involuntary cancel	2		1	
Change notice	1		2	
Online status deliverables	4			
	5	1		
Paper status	1	2		
deliverables		3		
Data subscriptions	1	4	1	
Web changed	1	1	1	
Other	2			

Survey results

Emailed from monitored box	Yes	No	N/A
Renewal notice	2	4	2
Involuntary cancel		3	
Change notice	1	2	
Online status	2	3	
deliverables	3	3	
Paper status		1	1
deliverables	2		1
Data subscriptions	3	2	
Web changed	3		
Other	1	1	

Survey Results

	Yes	By law	No	N/A
Protected from public requests	6	5	3	4

	Correction attempted	Cancel subscription	Nothing	N/A
If bounces	4	1	6	5

	Yes	No	N/A
Can resend	12		5
Can forward	8	1	8

Survey results

Subscriptions	Yes	No	N/A
self sign-up	5	2	10
opt out	5	1	11
unsubscribe multiple	1	2	14
verify signup	1	4	12
update themselves	1	4	12

SPAM

Sender Policy Framework record in DNS

Notify customers to check SPAM folder (2)

Notify customers to white list sender

Survey results

Wish I had asked

- difference between data subscription status and data subscription deliverables
- web changed or fraud notice or other messages
- can choose what to receive on change notice
- automatic/manual discontinuance of subscription on hard bounce
- SMS
- Length of time email kept, part of permanent record
- Unsubscribe verified
- Text, HTML, HTML with image(s)

Louisiana lessons learned

Online filings (hyperlink, automatically, not monitored)

- status
- deliverables
- agent/dissolution acceptance

Data subscription deliverables (hyperlink, batch, not monitored)

Louisiana lessons learned

Hyperlink should not contain special characters

- encrypt key to prevent another customer from picking up another's results
- had to IIS redirect for domain name change

Handle response from SMTP Send

- Added new subnet but forgot to add it to range on SMTP server

Louisiana lessons learned

Keep hyperlink length short

- Sending in plain text
- Some clients did not make entire URL clickable

Have inclusion list by environment

- Match pattern: *@sos.la.gov; *@sos.local
- Refresh development data from production; don't want to send to actual customers
- Log the send but don't actual do it if doesn't match pattern

Louisiana lessons learned

Don't keep blind copies forever

- Keep for 14 days then delete

Train your customer support

- Customer to check SPAM folder
- Customer to add sender to whitelist

Send Tests

- View in all browsers and email clients

Louisiana plans

Fraud prevention

Self-service subscription; Verify sign up

Anyone can sign up for any entity

Database not designed for tracking changes

Can subscribe at checkout or via search

Opt out; One entity at a time; Verify unsubscribe

Blast capable; Not a la carte on type of messages allowed

Email batches sent at night

Legislation to protect from public records inquiries

Users need screen to show sent emails/current subscribers and to allow resend

Customer can't update email address

Unsubscribe on hard bounce

Louisiana plans

What changes are worth notifying subscribers

- Involuntary changes
- Renewal notices
- Amendment filed

How much information to give customer

- Filing, renewal or involuntary change type
- Effective date
- Hyperlink to entity details
- Statement to order certified copies if need to know exact change

Louisiana plans

Unsatisfactory filings/verification of documents

- Queue for unsatisfactory filings; confirm satisfactory and still exists before send
- Active entities only unless notifiable filing made inactive
- End of day to make corrections

List serve/group addresses

- Can't identify
- Unsubscribe all; but all receive unsubscribe verification message

Liability if not notified

Louisiana plans

Bounce processing

- Specific email that was bounced; header or subject
- Bounce address different than To address
- Queue of bounce messages not already classified as hard or soft
- Export to text file for parsing

Literature

Identity confirmation

- CAPTCHA
- Confirmed opt-in
- Credit card

Bounce processing

- RFC 3463 describes bounce reasons
- 5.1.1 (Unknown user)
- 5.2.2 (Mailbox full)
- 5.7.1 (Rejected by security policy/mail filter).

Literature

Bounce message contents

- The date and time the message was bounced,
- The identity of the mail server that bounced it,
- The reason that it was bounced (e.g. *user unknown* or *mailbox full*),
- The headers of the bounced message, and
- Some or all of the content of the bounced message.

Literature

SPAM scoring

- Apache SpamAssassin publishes scoring rules

AREA TESTED	LOCALE	DESCRIPTION OF TEST	TEST NAME	DEFAULT SCORES
				(local, net, with bayes, with bayes+net)
header		Subject contains a gappy version of 'xanax'	SUBJECT_DRUG_GAP_X	1
body		Talks about price per dose	DRUG_DOSAGE	1
body		Mentions an E.D. drug	DRUG_ED_CAPS	2.799 1.023 2.516 0.936

Avoid "Click here", USING ALL CAPS, Sender like "mail@..."

Literature

CAN-SPAM Act

- Don't use false or misleading header information
- Don't use deceptive subject lines
- Identify the message as an ad
- Tell recipients where you're located
- Tell recipients how to opt out of receiving future email from you
- Honor opt-out requests promptly
- Monitor what others are doing on your behalf

Literature

Logging

- Recipient
- Time Sent
- Content Type

Literature

- The Opt-Out Process should NOT be “Reply to the email with 'unsubscribe' in the subject”
- Make sure to include the name of your website or the address of your company in every email
- Keep the relevant information at the top of the email so the user doesn't have to scroll down
- Use correct spelling and avoid ALL CAPS
- Use tasteful, low-bandwidth images
- Make sure you only have one recipient per email
- Don't send personally identifiable user information in the email (e.g. credit card info)
- Avoid attachments

Literature

- Send out as infrequently as possible
- Make it incredibly easy to sign up, and sign out.
- Make it incredibly easy (and optional) for them to customize it.
- Fine-grained control
 - Don't have long lists of checkboxes
- Short direct emails would be best. Include links to the information.
- Always compose individual and direct emails
- Reply-to address is valid and checked from time to time

Literature

- privacy policy, made known to users, including no sharing of emails with other parties
- An option as to *why* they unsubscribed
- Permission reminder: "You are receiving this email at <email_address> because you clicked..."
- If user has opted for HTML, a "If you can't read this, click here to view the page online" link
- You CAN track individual email views through remote images for example an item with unique uid for each user might have an img
src="www.mysite.com/mySaleItem.jpg?uidhash=F91xKAm307nJ"

What's next?

IACA Information Technology Section Resolution – eNotification Best Practices

- The IACA IT Section proposes a resolution to form working group to research and publish eNotification best practices. The working group shall include the other section chairs and members, and address the following:
 1. A catalog of existing jurisdiction use of eNotification methods
 2. Privacy and open records issues
 3. Different methods of eNotification
 4. What company email address to capture and send to? Principal, agent, etc.?
 5. Email address verification
 6. Opt in/opt out
 7. Keeping information current
 8. Policy guidance around undeliverable email
 9. Email mass delivery issues

The working group shall complete this work over the next year and deliver the best practices document at the next annual meeting in Virginia. The ITS chair will organize and chair the working group.

What's next?

SMS included?

Best practices topics

Committee

Adoption of best practices document