



Contact Information:

Postal Address

EasyEshot @ McVicar Marketing

11 Greenhall Road, Bridge of Dee, Castle Douglas, Dumfries & Galloway, DG7 1TP, UK

Telephone: +44782 444 3654

Email: info@easyeshot.co.uk

Accounts:

Opening an account is simple, and works like this:

- 1) Complete the form at Step 2 on the Setup page
- 2) We will reply, with your login details
- 3) We will also ask for your logo, and will upload your FREE template
- 4) You'll now be all set up to go ahead and create and send your campaigns!

When you open an account with EasyEshot you do not pay any money upfront, nor will you be charged for simply having an account. You can upload your subscriber lists and generally 'play about' with the system.

You will be charged once you want to start sending out email campaigns. What happens is that before you can send the campaign, you will be asked to pay for it first by credit card.

If you would like a more bespoke template than the free basic email template, that will cost you £100 + VAT. We will send you a PayPal invoice, which can be paid either through your own PayPal account, or by using a credit/debit card. Once this payment has

cleared, we will create and send you your template (based on your preferences, as we will have already ascertained).

Credit accounts are available, but only on application and successful completion of the application process. The credit account will be with McVicar Marketing, for the EasyEshot service. To apply for a credit account, please visit www.mcvicarmarketing.com/contact

EasyEshot

EasyEshot is a McVicar Marketing service.

Visit www.mcvicarmarketing.com for more information about McVicar Marketing.

Terms of Use

By using this website and the service provided therein, EasyEshot, you expressly agree that such use is at your own risk. McVicar Marketing endeavours to provide a service of the highest quality, but cannot guarantee that our service will be uninterrupted or error-free, or that the service selected will reach the intended recipient.

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Any hypertext links to other websites are provided for convenience only, and McVicar Marketing assumes no responsibility or liability whatsoever for the contents of those other websites linked to, or any products or services advertised or sold on those websites.

Anti-spam Policy

At McVicar Marketing, we take permission very seriously. By creating an account and agreeing to our Permission Policy, you are also agreeing to this anti-spam policy.

Our definition of spam goes beyond the laws in most countries and encompasses what we believe to be true permission email marketing.

Spam is any email you send to someone who hasn't given you their direct permission to contact them on the topic of the email.

But that's not enough. Permission is a fuzzy word open to interpretation. Let's get into some specific scenarios so it's clear what does and doesn't constitute permission.

What kind of email addresses are OK to send with EasyEshot?

To send email to anyone using EasyEshot, you must have clearly obtained their permission. This could be done through:

An email newsletter subscribe form on your website.

An opt-in checkbox on a form. This checkbox must not be checked by default, the person completing the form must willingly select the checkbox to indicate they want to hear from you.

If someone completes an offline form like a survey or enters a competition, you can only contact them if it was explained to them that they would be contacted by email AND they ticked a box indicating they would like to be contacted.

Customers who have purchased from you within the last 2 years.

If someone gives you their business card and you have explicitly asked for permission to add them to your list, you can contact them. If they dropped their business card in a fishbowl at a trade show, there must be a sign indicating they will be contacted by email about that specific topic.

Basically, you can only ever email anyone who has clearly given you permission to email them specifically about the subject you're contacting them about.

What kind of email addresses ARE NOT OK to send to with EasyEshot?

Anything outside the examples above doesn't equal permission in our eyes, but here are some examples to make sure we're crystal clear. By using EasyEshot, you agree not to import or send to any email address which:

You do not have explicit, provable permission to contact in relation to the topic of the email you're sending.

You bought, loaned, rented or in any way acquired from a third party, no matter what they claim about quality or permission. You need to obtain permission yourself.

You haven't contacted via email in the last 2 years. Permission doesn't age well and these people have either changed email address or won't remember giving their permission in the first place.

You scraped or copied and pasted from the web. Just because people publish their email address doesn't mean they want to hear from you.

Sure, some of these people might have given you their email address, but what's missing is your permission to email them commercial messages. Blasting promotional emails to any of these people won't be effective and will more than likely see your email marked as spam by many of your subscribers.

What content MUST I include in my email?

Every email you send using EasyEshot must include the following:

1. A single-click unsubscribe link that instantly removes the subscriber from your list. Once they unsubscribe, you can never email them again.
2. The name and physical address of the sender. If you're sending an email for your client, you'll need to include your client's details instead.

If you have any questions about our Anti-spam Policy, or if you want to report spamming activity by one of our customers, please contact our abuse department at:

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Privacy

Your privacy is important to us so we only use the information you provide about yourself and your company and your clients when using this website to answer your enquiry or to help us improve our service to you. We do not share this information with any third party except to the extent necessary to answer your enquiry if that enquiry requires the involvement of a third party. We use return email addresses to answer the email we receive. Such addresses are not used for any other purpose and are not shared with outside parties.

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