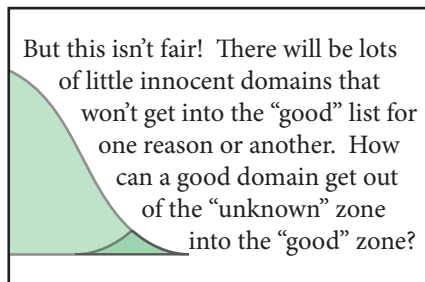
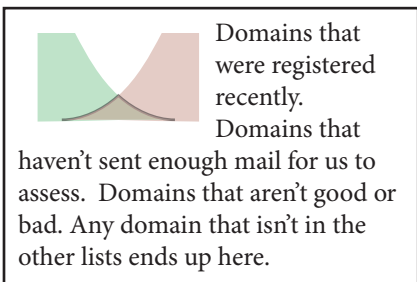
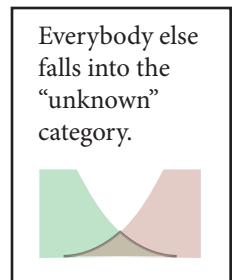
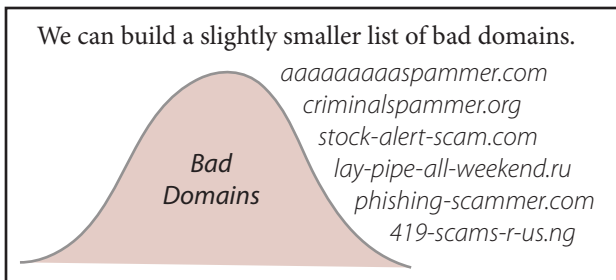
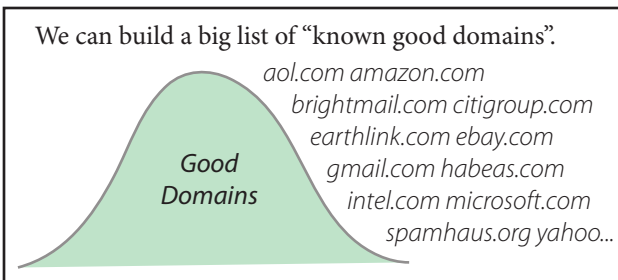
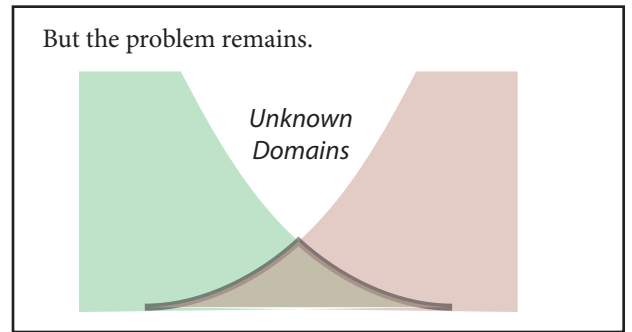
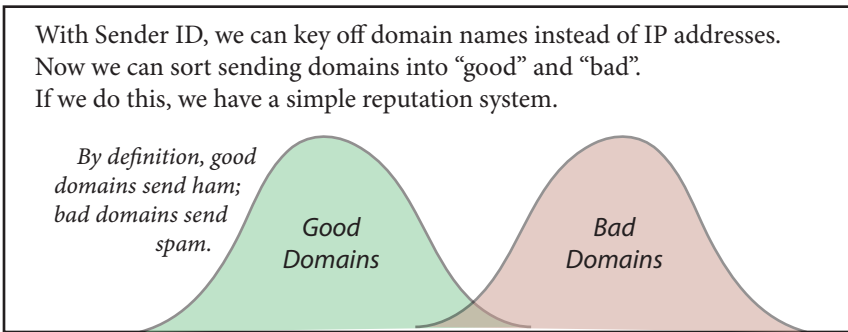
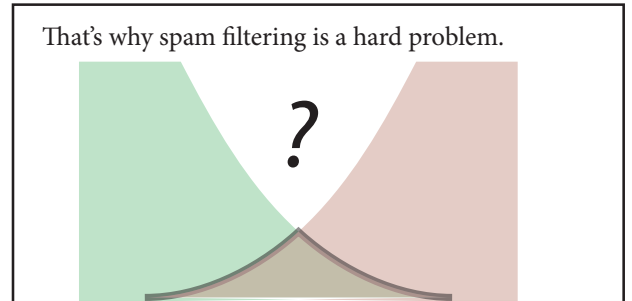
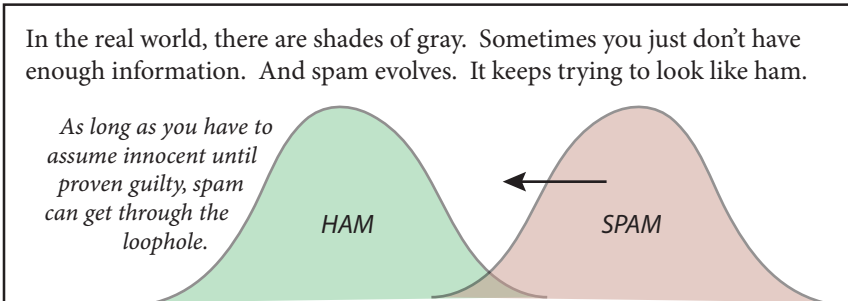
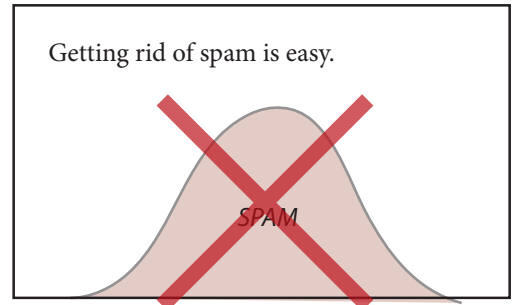
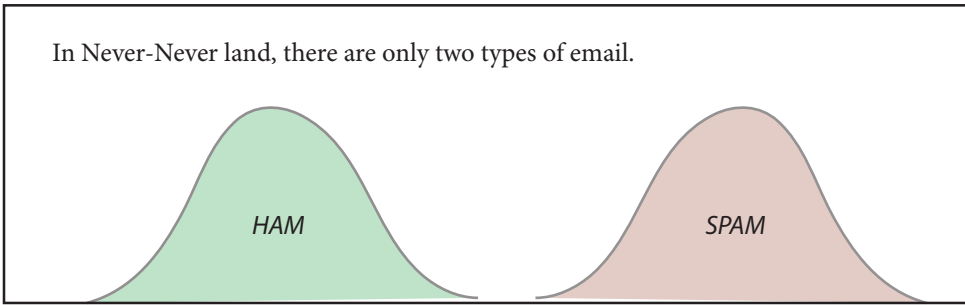
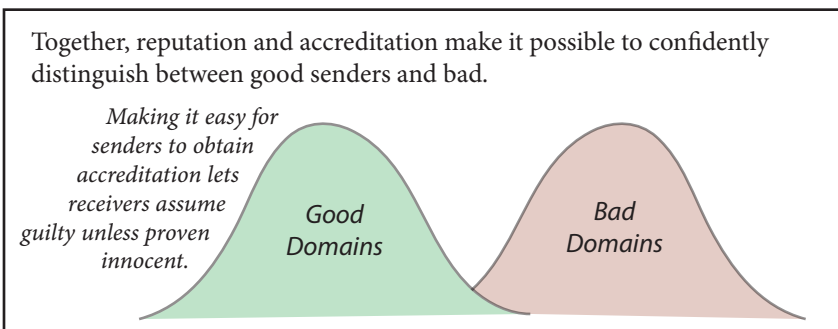


Why We Need Accreditation and Reputation



Accreditation is the answer. If a domain knows it's not going to spam, it should be quite happy to sign up with Bonded Sender or something like it. ISIPP's IADB and Habeas also offer accreditation services. They will publicly vouch for senders. They can stop when the domain has been around long enough to appear on a well-recognized "good" list.



THE CALL TO ACTION *All we have to do is build the "good" list. The rest will follow.*

We don't even have to build the "bad" list if we're worried about liability. And the "good" list doesn't need to be updated very often – once a month should be enough. We can even distribute it using pseudonymous, peer-to-peer methods to avoid lawsuits from spammers trying to get on the list. And the list doesn't have to be huge to be useful.