

Acceptable Use Policy v2026-10-12

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Legal

Acceptable Use Policy

In force from 12 October 2026

1. Scope

This policy applies to everyone who uses the Footer365 service. It forms part of the Footer365 Customer Agreement, and of the Reseller Agreement and the Distributor Agreement. You are responsible for use of the service under your account, including by your users.

2. Prohibited use

You must not use the service to:

- break any applicable law or regulation, or infringe anyone's rights;
- send unsolicited bulk or marketing email (spam) or anything that breaches anti-spam laws such as PECR;
- distribute malware, phishing, or fraudulent or deceptive content;
- impersonate any person or organisation, or misrepresent your affiliation;
- infringe intellectual property or publish confidential information without the right to do so;
- harass, defame, or promote discrimination, violence or illegal activity;
- attempt to gain unauthorised access to, disrupt, or overload the service or its infrastructure;
- circumvent seat counting, usage limits, or security controls.

3. Content standards

Signatures, banners and campaigns you configure must be accurate, lawful, and not misleading, and must include any disclosures required for marketing communications.

4. Campaign links

We check every web address used in a campaign against Google Web Risk, Google's lists of sites known for malware, phishing and other deceptive content, or unwanted software. An address is checked when a campaign is saved, and at least daily while the campaign is scheduled, active or paused, and for 30 days after the campaign ends or after the address is removed from it.

A campaign cannot be saved with an address that is listed. If an address is listed later, its tracking link is blocked, and each campaign still carrying it is paused and locked until the address is removed from it, or until we find the listing was made in error. A campaign unlocked in this way stays paused until you turn it back on. If a check cannot be completed when you save, the campaign is saved and checked again shortly afterwards; if your account has made a large number of checks in a short time, the campaign is held paused until it has been checked.

We tell your portal administrators and technical contact by email and in the portal, and tell your reseller if you have one. The email does not include the address.

Unsafe link policy. Where this policy applies to your account, if five or more different addresses used in your account's campaigns are listed within any 30-day period, including addresses refused when a campaign was saved, we treat the account as potentially compromised or misused. Every active or scheduled campaign is paused, and no campaign can run until the account has been reviewed and cleared. We record who added each address. Addresses added while Footer365 or your reseller was working in your portal on your behalf are recorded but not counted. Addresses are compared by site and page, so the same page with different query strings counts once. Your signatures and mail flow are not affected. The figures of five addresses and 30 days are the same for every account.

Whether the policy applies to your account is set by Footer365, or by your reseller where we have given it that control. The account may be reviewed and cleared by Footer365, or by such a reseller. Once it is cleared, campaigns stay paused until you turn them back on.

Listings are Google's decisions, not ours. If you believe an address is listed in error, the owner of the site can ask Google to review it, and you can ask us or your reseller to review the block. We will lift a block we are satisfied was made in error.

5. Security

Keep your Microsoft credentials and portal access secure, grant consent only through official flows, and promptly report any suspected compromise.

6. Enforcement

We may investigate suspected breaches. Where a breach is serious, repeated, or threatens the security or integrity of the service or others, we may suspend or restrict use, and end the agreement, as the agreement that applies to you allows: for a customer, sections 15 and 16.3 of the Customer Agreement.

7. Reporting abuse

To report misuse of the service, email abuse@footer365.com.