

COMPLIANCE WORKING RECORD

CAN-SPAM checklist and evidence pack

Fictional sample. Requires tailoring and responsible review.

Document control

Field	Value
Document type	CAN-SPAM checklist and evidence pack
Document reference	FICTIONAL-MARKETING-1
Jurisdiction	United States
Version	1
Status	Named marketing evidence workpaper prepared
Prepared by	Fictional responsible marketing reviewer
Prepared on	October 9, 2026
Rule pack	2026-10-09.marketing-evidence.1
Generated	October 9, 2026

Purpose and boundary

Test specified commercial email content and source-linked unsubscribe requirements.

Check exact supplied message header values and literal postal, advertising and opt-out text. Preserve responsible header/subject and primary-purpose judgments. Compare opt-out availability and suppression timing using customer-selected business days, holidays and versioned campaign criteria. Flag required fees or extra information. A text check does not execute an unsubscribe link or prove continuing availability.

This workpaper checks exact customer-supplied content, criteria, evidence and decisions. It does not establish legal applicability, adequate scientific support, clear-and-conspicuous presentation, valid consent, authenticity, identity or AI generation. No live message, call, unsubscribe link or provider is executed. Original files remain unchanged and browser-local unless explicitly saved through paid private cloud saving.

Approved scope and marketing evidence method

Fictional limited content and audience. Replace every fact and source before use.

Scope approval. FICTIONAL-CAMPAIGN-1

Approved method. Fictional approved marketing framework 1. Source. f1. Locator. Exact fictional method and requirements JSON. Approver. Fictional authorized method approver. Approval date. 2026-01-01

Population statement. Declared complete population. Customer-declared count. 1

Specified message and unsubscribe review inputs

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Item Id. I1 Brand. Fictional Northfield Channel. Fictional text campaign Content Version. 1 Content Text. Advertisement for Fictional Northfield. Our fictional offer is available. Fictional Northfield, 100 Example Street, Example City, NY 10000. Unsubscribe by replying unsubscribe to optout@example.com. Source File Id. f2 Source Locator. Exact original fictional message body Text Binding. Exact UTF-8 excerpt First Published On. Owner. Fictional content owner Sender Address. sender@example.com Reply Address. reply@example.com Subject Line. Fictional approved offer Postal Address. Fictional Northfield, 100 Example Street, Example City, NY 10000 Advertisement Disclosure. Advertisement for Fictional Northfield. Opt Out Text. Unsubscribe by replying unsubscribe Opt Out Address. optout@example.com Message Sent On. 2026-09-01 Recipient Ref. FICTIONAL-PERSON-1

Rules

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Rule Id. R1 Instrument. Fictional approved marketing criteria Provision. Fictional source-reviewed preparation criterion 1 Rule Version. Fictional approved marketing framework 1 Source Id. f1 Source Locator. criterion Question. Has the exact content and named observation been reviewed within the selected scope? Required Answer. Observed Approved By. Fictional authorized method approver Approved On. 2026-01-01

Answers

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Answer Id. ANS1 Item Id. I1 Rule Id. R1 Answer. Observed Reason. Fictional exact content and named observation were reviewed. Evidence Ids. ["E1"] Reviewer. Fictional responsible answer reviewer Reviewed On. 2026-10-08

Observations

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Observation Id. O1 Item Id. I1 Source File Id. f3 Source Pointer. /observations/0 Source Mode. Exact JSON observation Evidence Ids. ["E1"] Observed On. 2026-10-08 Reviewer. Fictional responsible observation reviewer Header Accuracy Review. Reviewed accurate Subject Accuracy Review. Reviewed accurate Commercial Purpose Review. Commercial purpose Opt Out Availability Through. 2026-10-01 Opt Out Request On. 2026-09-02 Suppression Applied On. 2026-09-04 Opt Out Fee Required. No Extra Information Required. No Opt Out Steps. Fictional source-reviewed reply and suppression record Delivery State. Actual sent copy

Decisions

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Decision Id. D1 Item Id. I1 Decision. Prepare for release Reason. Fictional named comparisons support preparation within this exact supplied scope. No legal approval is implied. Conditions. Action Ids. [] Approved By. Fictional authorized publication reviewer Approved On. 2026-10-09 Review On. 2026-12-31 Evidence Ids. ["E1"]

Evidence

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Evidence Id. E1 Item Id. I1 Record Id. O1 File Id. f3 Source Sha256. bfd06f31490328e030aac1cd65afe7e821ddbda319fa6aa6677861e9be2801d Locator. observations[0] Conclusion. Supports Reviewer. Fictional responsible evidence reviewer Observed On. 2026-10-08 Reviewed On. 2026-10-08

Actions

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

Specified message and unsubscribe review

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
I1	Item. I1 Observation. O1 Task. Specified message and unsubscribe review Exact content text. Advertisement for Fictional Northfield. Our fictional offer is available. Fictional Northfield, 100 Example Street, Example City, NY 10000. Unsubscribe by replying unsubscribe to optout@example.com. Exact named input facts. { "itemId": "I1", "brand": "Fictional Northfield", "channel": "Fictional text campaign", "contentVersion": "1", "contentText": "Advertisement for Fictional Northfield. Our fictional offer is available. Fictional Northfield, 100 Example Street, Example City, NY 10000. Unsubscribe by replying unsubscribe to optout@example.com.", "sourceFileId": "f2", "sourceLocator": "Exact original fictional message body", "textBinding": "Exact UTF-8 excerpt", "firstPublishedOn": "", "owner": "Fictional content owner", "senderAddress": "sender@example.com", "replyAddress": "reply@example.com", "subjectLine": "Fictional approved offer", "postalAddress": "Fictional Northfield, 100 Example Street, Example City, NY 10000", "a [formal preview abridged]

Exact approved criteria and content answers

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
I1	Answer. ANS1 Item. I1 Criterion. R1 Required answer. Observed Observed answer. Observed Reason. Fictional exact content and named observation were reviewed. Result. Source-linked criterion answer prepared

Named marketing decision draft sections

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
I1	<p>Item. I1 Decision. Prepare for release Result. Customer decision draft prepared Draft text. Specified message and unsubscribe review. Item I1. Exact revision 1</p> <p>Exact submitted content. Advertisement for Fictional Northfield. Our fictional offer is available. Fictional Northfield, 100 Example Street, Example City, NY 10000. Unsubscribe by replying unsubscribe to optout@example.com.</p> <p>Approved scope. Fictional limited content and audience. Replace every fact and source before use.. Reference. FICTIONAL-CAMPAIGN-1</p> <p>Customer-selected method and criteria. Fictional approved marketing framework 1. [{"ruleId":"R1","instrument":"Fictional approved marketing criteria","provision":"Fictional source-reviewed preparation criterion 1","version":"Fictional approved marketing framework 1","sourceId":"f1","locator":"criterion"}]</p> <p>Named comparison observations. [{"observationId":"O1","itemId":"I1","sourceFileId":"f3","sourcePointer":"/observations/0","sourceMode":"Exact JSON observation","evidenceIds": [formal preview abridged]}</p>

Customer-selected email availability and suppression calendar

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
I1	<p>Item. I1 Send date. 2026-09-01 Approved availability days. 30 Required availability through. 2026-10-01 Observed availability through. 2026-10-01 Opt-out request. 2026-09-02 Suppression applied. 2026-09-04</p>
I1	<p>Item. I1 Opt-out request. 2026-09-02 Approved business days. 10 Customer weekdays. 1,2,3,4,5 Excluded dates. Latest approved suppression date. 2026-09-16 Suppression applied. 2026-09-04</p>

Owned responses and dependencies

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

Marketing decision draft. I1. Prepare for release

Complete exact draft text remains in Excel and JSON.

Specified message and unsubscribe review. Item I1. Exact revision 1

Exact submitted content. Advertisement for Fictional Northfield. Our fictional offer is available. Fictional Northfield, 100 Example Street, Example City, NY 10000. Unsubscribe by replying unsubscribe to optout@example.com.

Approved scope. Fictional limited content and audience. Replace every fact and source before use.. Reference. FICTIONAL-CAMPAIGN-1

Customer-selected method and criteria. Fictional approved marketing framework 1.

```
[{"ruleId":"R1","instrument":"Fictional approved marketing criteria","provision":"Fictional source-reviewed preparation criterion 1","version":"Fictional approved marketing framework 1","sourceId":"f1","locator":"criterion"}]
```

Named comparison observations.

```
[{"observationId":"O1","itemId":"I1","sourceFileId":"f3","sourcePointer":"/observations/0","sourceMode":"Exact JSON observation","evidenceIds":["E1"],"observedOn":"2026-10-08","reviewer":"Fictional responsible observation reviewer","headerAccuracyReview":"Reviewed accurate","subjectAccuracyReview":"Reviewed accurate","commercialPurposeReview":"Commercial purpose","optOutAvailabilityThrough":"2026-10-01","optOutRequestOn":"2026-09-02","suppressionAppliedOn":"2026-09-04","optOutFeeRequired":"No","extraInformationRequired":"No","optOutSteps":"Fictional source-reviewed reply and suppression record","deliveryState":"Actual sent copy"}]
```

Customer publication decision. Prepare for release. Reason. Fictional named comparisons support preparation within this exact supplied scope. No legal approval is implied.

Conditions and responses. . []

Approval. Fictional authorized publication reviewer, 2026-10-09. Review. 2026-12-31

Exact evidence references. ["E1"]

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Review findings

1 declared content items. 1 exact approved criteria. 0 unresolved findings.

The first 100 findings and 1000 characters per displayed field appear here. Complete findings remain in the data exports.

Selected exact attachments

ID	Filename	Bytes	SHA-256
f1	fictional-approved-marketing-method.json	186	548630e9021953221e221a843c8be871d6ac404fa1b54304ae6849b60003b632
f2	fictional-original-message.eml	290	d1d2c161257483d2e21279a593344c38e97373d6e03dfc2ba39c8480927141c7
f3	fictional-source-marketing-observations.json	456	bfd06f31490328e030aaac1cd65afe7e821ddbda319fa6aa6677861e9be2801d

Unresolved items and limitations

The first 100 unresolved items appear here, with 1000 characters per preview. Complete findings remain in Excel and JSON.

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Limitations

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Official sources

Source	Provision	Date	Link
Federal Trade Commission: CAN-SPAM Act. A Compliance Guide for Business	Commercial message header and subject accuracy, advertising identification, postal address, opt-out mechanism and suppression. The guide describes 30-day availability and 10-business-day processing. Exact applicability and the customer-selected business calendar remain approved inputs. This tool does not test live delivery or opt-out links.. Check exact supplied message header values and literal postal, advertising and opt-out text. Preserve responsible header/subject and primary-purpose judgments. Compare opt-out availability and suppression timing using customer-selected business days, holidays and versioned campaign criteria. Flag required fees or extra information. A text check does not execute an unsubscribe link or prove continuing availability. No automated applicability, authenticity, adequate substantiation or legal approval follows.	October 9, 2026	https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business