WARMY × OPTIZMO · 2026 FIELD GUIDE

# EMAIL COMPLIANCE IN 2026

What it actually takes to reach the inbox now, drawn from Warmy's webinar with Optizmo COO Tom Wozniak.



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WHAT CHANGED

# COMPLIANCE NOW HAS TWO LAYERS

For years compliance meant the law. In 2026 a sender has to satisfy two layers at once, and the inbox-provider layer is every bit as important as the legal one.

LAYER 01

## The legal layer

- If someone says stop, you have to stop. That principle is close to universal.
- In the US there is no opt-in requirement, and opt-outs get up to 10 business days.
- The EU under GDPR and Canada require permission before the first message.
- Third-party liability is real. Advertiser and sender can both be held accountable.

LAYER 02

## The inbox-provider layer

- Authenticate with SPF, DKIM, and DMARC on every sending domain.
- Offer one-click unsubscribe in promotional mail.
- Keep the user-reported spam rate below 0.3 percent.
- Gmail moved to permanent rejections in Nov 2025. Outlook added rules in May 2025.

> **If you email someone and they say stop, you have to stop.**
>
> Tom Wozniak · COO, Optizmo

THE THRESHOLDS THAT DECIDE IT

**0.3%**
Spam complaint ceiling. Aim under 0.1% as the working target.

**10 days**
US opt-out window. Immediate processing is the safer practice.

**$53,088**
Maximum CAN-SPAM penalty per individual email.

Sources: Gmail and Yahoo sender guidelines; FTC CAN-SPAM compliance guide.

YOUR 2026 PLAYBOOK

# THE COMPLIANCE CHECKLIST

Attention to detail is the skill that separates winners now. Miss one item and you can burn a domain. Run this before every send.

- ✓ Authenticate every domain with SPF, DKIM, and DMARC.
- ✓ Cleanse against a fresh suppression file before every send.
- ✓ Confirm consent where opt-in is required, such as the EU and Canada.
- ✓ Suppress hard bounces and prune unengaged contacts to keep lists clean.
- ✓ Use honest headers, subject lines, and a valid postal address.
- ✓ Review negative signals like unsubscribes for segmentation insight.
- ✓ Include one-click unsubscribe in every promotional email.
- ✓ Honor opt-outs within the legal window. Sooner is safer.
- ✓ Keep documented proof of when and how each contact consented.
- ✓ Keep the spam complaint rate below 0.3 percent.
- ✓ Monitor sender reputation and protect your sending IPs.
- ✓ For affiliate offers, verify that every mailer in the stream is compliant.

## HOW WARMY AND OPTIZMO FIT TOGETHER

warmy

Earns inbox placement. Warms up sending infrastructure, builds and monitors sender reputation, and keeps mail in the inbox rather than the spam folder.

Adds authentication setup, domain health monitoring, and inbox placement testing before major sends.

OPTIZMO

Owns the compliance layer. Collects and honors opt-outs, manages suppression files, and keeps mailers on the right side of laws like CAN-SPAM and GDPR.

Delivered through Access for suppression files and opt-out links, and Deploy for automatic suppression at send time.

See where your domain stands

## Book a free deliverability check

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