Compliance and Consent for Video Outreach

General · https://coreel.ai/help/compliance-and-consent-for-video-outreach/

Use this as a practical guide. It is not legal advice.

Your Responsibility

You are responsible for complying with applicable laws and platform policies when recording, sending, and tracking communications.

Key Areas to Review

- Email laws (e.g., anti-spam requirements)
- Recording consent requirements by jurisdiction
- Privacy/data processing obligations
- Industry-specific regulations (if applicable)

Operational Best Practices

- Use truthful subject lines
- Identify sender clearly
- Include clear unsubscribe/opt-out where required
- Record only where consent rules allow
- Avoid deceptive or coercive messaging

Tracking and Disclosure

If you use engagement tracking, ensure your privacy disclosures and internal policies align with your legal obligations.

Team Policy Checklist

- Define approved outreach use cases
- Train users on recording/email compliance
- Document escalation path for complaints/requests
- Periodically review policy adherence

Recommend Legal Review

Have counsel review:

- Privacy policy
- Terms
- Outreach templates/workflows
- Consent language for your markets