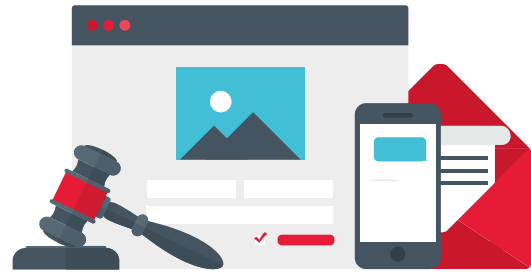


Don't Gamble With Legal Compliance

Did you know you could potentially be sued for contacting the leads you collect on your Unbounce landing pages?

Regulations like TCPA (Telephone Consumer Protection Act) and CASL (Canada Anti-Spam Law) increasingly require that you document proof of consent to contact the consumer.



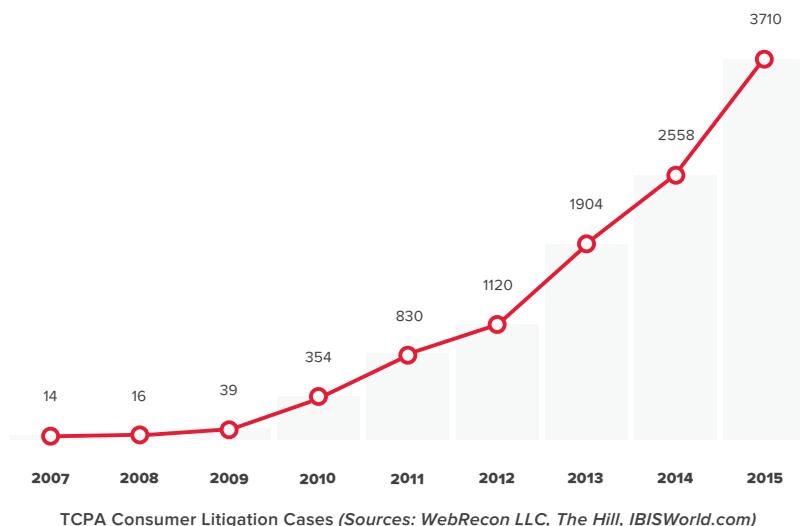
The Penalties Can be Severe

TCPA

If you contact consumers in the U.S. on their mobile phone and don't comply with the TCPA, you could be liable for \$1,500 for EVERY call or text.

CASL

If you send commercial email or texts to Canadians, your liability for CASL non-compliance can range from \$200 per email to \$1,000,000 per day.



TCPA Litigation is Rapidly Growing

The word is out - the TCPA can mean easy money for people ranging from angry consumers to class action litigators. Multi-million dollar settlements are commonplace. To make matters worse, suits can be filed for perceived violations up to four years after the date of contact.



Protect Yourself From Litigation: Document Consent With TrustedForm

TrustedForm is a lead certification service that independently captures what happens when a consumer fills out a web form and allows you to watch it later with VideoReplay.

“ Documenting consumer consent is an essential part of your TCPA and/or CASL compliance program. When you’re facing a claim, the best way to shut opposing counsel’s mouth is to provide rock-solid proof of consent. Without this, companies can spend tens of thousands of dollars in legal fees defending bogus claims. Document consumer consent now; save legal dollars later. ”

SLADE CUTTER, PARTNER, WITTLIFF CUTTER AUSTIN, PLLC

Legal Protection

As an independent third party, TrustedForm provides proof of what the consumer saw when they filled out the webform. This allows you to demonstrate that your legal disclosure language was present on the form.

Long-Term Storage

TrustedForm Certificates are stored in your account for as long as you need. We recommend storing for at least 5 years because of the statute of limitations for TCPA.

Easily Shared

Certificates are easily accessed by clicking on the TrustedForm Certificate URL stored with your leads in your database. You can easily email a certificate to an interested party such as a litigator or a consumer that has complaint.

PROTECT YOURSELF FOR JUST \$.10/LEAD

Sign up for an account - [ACTIVEPROSPECT.COM/GO/UNBOUNCE](https://activeprospect.com/go/unbounce)