

MANAGE YOUR BACN

Machine generated email you might
want...just maybe not right now.

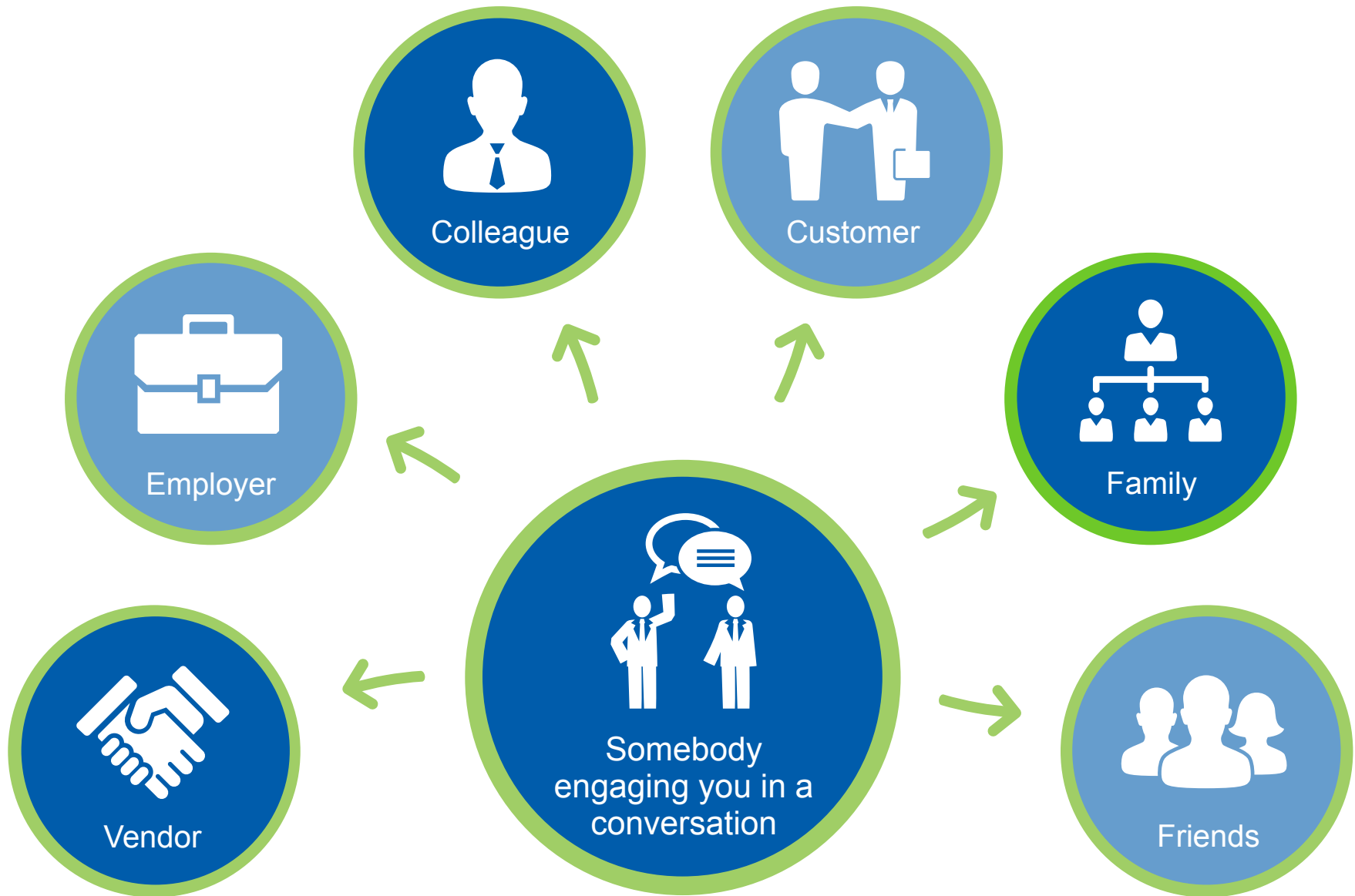


What is it?

Machine generated email—**a.k.a. bacn**—is email you receive that you have implicitly requested by providing your email address to someone or some group. The term bacn is not an acronym, but a cheeky pun. It comes from an observation that some emails that look like spam are actually a little better than spam and so they are dubbed bacn.

Bacn is the new spam.

A normal email is usually a conversation with another person.



Bacn, on the other hand, is machine generated mail sent to you that isn't expecting a response.

The fact that you sometimes want these emails makes traditional email filters completely ineffective in dealing with bacn.



**Why does it
matter?**



Bacn clutters your inbox, and a cluttered inbox hurts productivity.

- You spend more time cleaning out your inbox
- Or you miss or accidentally delete good emails—which can be catastrophic.



If you want to avoid wasting time cleaning out your inbox or searching through it to avoid missing an important email, you should try to avoid getting bacn in the first place.

How do you get it?



Any time you have to provide your email address when you sign up for something, be wary. If you need to give your email address, someone is trying to add you to a mailing list. Although you may only give it away once, it may be sold dozens of times.



Don't give your business email address. Instead create other email addresses from free tools. Although you will have to check multiple email boxes every few days, this will at least keep bacn out of your highest priority inbox.



Common Sources of bacn:

- Social media websites
- Groupon and other daily deal sites
- Amazon and other online stores
- News feeds (often work related)



Be careful what boxes you check and don't check while signing up for things online. If you are already getting bacn, though, you need to work on managing it better.

**How do you
manage it?**



If you decide you don't want it anymore, click the “remove from list” link instead of just deleting it. It takes a few extra seconds, but it may prevent you from getting more emails from that sender. However, it's important to note that there isn't a master list in the sky taking care of you. Companies and sometimes individual sales people are responsible for removing you from their list when you opt out. While it is a federal law that you be removed when you request, it is by no means a uniform process and can be very frustrating.



Once you narrow your bulk mail down to the mail you don't mind getting, it can still be a challenge to keep it away from your more **important emails**. If you use Outlook you can create special folders and rules to sort your emails, but doing this runs the risk of missing an email that unexpectedly ends up in the wrong folder.



Sendio's "Opt-Inbox™" takes care of this for you. This point and click tool allows you to manage your bacn—you won't ever have to opt out again.

Sendio's Opt-Inbox™



Most email security providers haven't realize yet that bacn is the new spam. They might get rid of a lot of spam, but they won't do anything to help you manage your bacn.



Sendio will help you keep your inbox free of spam and unwanted bacn. With Sendio, bacn will go to a management interface—the Opt-Inbox™—where you can safely view and accept mail from senders to your inbox, and drop, hold, or delete messages and senders. This feature leaves your inbox for more important emails, allowing you to view your bacn when you want.



Instead of opting out of bulk mail, Sendio lets you opt in and only receive the bacn you want to receive.



Regain control over your inbox by keeping bulk mail separate from more important emails

About Sendio: Sendio allows enterprises and institution to create self-managing email "communities"—protecting their inboxes from attacks and dramatically increasing employee productivity by reducing the amount of time required to manage an email inbox.

