Dear Zarca User,

Thank you for using Zarca Interactive's online survey solution. Our solution allows you to collect and analyze data efficiently, helping you make better decisions.
In using Zarca, you are likely to send large number of emails. In this age of large volume of unsolicited email (commonly referred to as spam), we would like to share some details which will help you be more effective with your tasks

First, we are opposed to spam. The contract between your organization and Zarca explicitly states this policy. We also support the initiatives by mail administrators to keep spam out of their organizations. Unfortunately, this effort can have unintended consequences whereby legitimate emails get blocked. If you are planning to send large number of emails, please remember the following:

1. Please make sure that the targeted recipients of your email will not find it offensive or regard it as nuisance. You should have an explicit or implicit reason to be sending them the email. Stated differently, there should be a business relationship (direct or indirect) between the sender and the person being invited to participate in the survey. If you are not sure about this, we suggest you consult someone knowledgeable about this before proceeding. This is particularly true if you are going to send more than 50 emails within one organization or more than 200 emails in total.

2. Please use the survey invitation to justify why you are inviting them to participate in the survey. Remind them of existing business relationship between them and your organization, explain what you intend to do with the results of the survey and communicate your privacy policy.

3. Where applicable, provide each person a way to unsubscribe from your list.

4. If someone indicates they wish to unsubscribe, or that your emails are not welcome, please remove that person from your list. You should not send such persons reminders and you should not send them future surveys unless you have explicitly obtained their permission.

Steps your organization should take to avoid common distribution errors:

1. **Check your Spam Filter.** If you are surveying a lot of people from one organization (the portion of their email address after the @ sign is the same, e.g. @microsoft.com), you should inform the administrator of the email server at that organization in advance. Two actions are recommended on part of the email administrator at the receiving site:

- Ensure your emails are not blocked by the mail server. Many mail servers trigger spam blocks if they receive a certain number of emails from one sender in a short time interval. All your emails could end up being blocked. You can avoid this by asking the mail administrator to add Zarca's mail server to the list of trusted servers at the receiving site. Zarca's mail server is mail.zarca.com (IP address: **216.109.67.230**).

- Ensure there is sufficient disk space for incoming emails. The best way to size this is by multiplying the number of incoming emails with the size of individual email. Ideally, the amount of available space should be more than 10 times the storage your emails will require.

2. **Check your Firewall.** If you use a firewall, ensure that it does not block emails sent from Zarca Interactive. You can run a simple test by examining the firewall log and discerning which emails are being blocked by the firewall.

3. **Check the Email Threshold in the Mail Server.** Please set mail server to permit high volume email deliveries. If your mail server has a threshold, allowing only a certain number of emails to pass within a certain period of time, it may result in dropping remaining emails. If your mail server is set to allow 100 emails per minute, and Zarca attempts to deliver 120 within one minute, the last 20 emails will be dropped.

4. **Check the Alias set for your Mail Server.** Please ensure that if you use an alias for your mail server, you set up an MX record for your alias as well. If your mail server is mail.school.ny.us and you create an alias as school.ny.us, then you must have an MX record not only for mail.school.ny.us but also for school.ny.us

5. **Windows operating system & Browser Version.** Please make sure your Windows operating system and browser version have been updated. Zarca supports Windows 95 or higher. If using an earlier version of Windows, participants may be required to update their Windows settings. Zarca supports Internet Explorer 4 or higher. If using an earlier version of IE, please download the latest edition. To determine which browser we support, click here.

6. **Deploying Surveys in Computer Labs.** It is common for some organizations to deploy surveys in a computer lab. If you are doing this, your survey must be a Public Survey or a survey with Common Key (these are found by clicking on the SETTINGS button on Survey Manager – alternately call Zarca Support to help you). There are multiple ways of deploying surveys in labs:

i.) You can store the URL of the survey in the browser's FAVORITES list and direct each user to access it from there. If you follow this method, you should remember to do three things:

    (a) Direct users to close their browser after they submit their survey
    (b) After the survey is over, go into Survey Manager and expire the survey
    OR
    (c) Remove the survey URL from the Favorites list of each browser.

ii.) You can make the survey URL the Home page in the browser and direct each user to merely launch the browser. The survey will launch when a browser is opened. If you follow this method, you should remember to do three things:

    (a) Direct users to close their browser after they submit their survey
    (b) After the survey is over, go into Survey Manager and expire the survey
    OR
    (c) Change the Home page on each browser.

CAUTION: There is a third method some organizations have tried and we would advise you AGAINST it because it can lead to conflicts with firewall and cache settings. This third way is to save the survey URL in a Microsoft Word document or PowerPoint presentation and to make this URL a hyperlink. Users are then invited to click on this link. When this hyperlink is clicked, browser gets launched the survey is displayed. In most instances this works without problems. However, in a few cases we have seen conflicts with the local firewalls and caching. Several proxy servers also present problems. These conflicts can be for a variety of reasons, are subtle and some have discovered it late in their deployment. We simply urge you to avoid this approach. If you need assistance, you are welcome to consult us to we can help you with a strategy that will work for you.

If all steps have been taken and you still have questions/concerns about your survey invitations/deployment, please contact us at:

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