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ICS 33.240.60
CCS A10

YD

INDUSTRY STANDARD OF THE PEOPLE'S REPUBLIC OF CHINA

YD/T 1310-2004

The requirements of internet advertising e-mail format

互联网广告电子邮件格式要求

(English Translation)

Issued on: March 24, 2004 **Implemented on: March 24, 2004**

Issued by: Ministry of Industry and Information Technology

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https://chinastandards.org/standards/yd-t-1310-2004

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1 Foreword

YD/T 1310-2004 was issued by Ministry of Industry and Information Technology on 24 March 2004 and took effect the same day.

The YD/T prefix marks a recommended standard. It is not law in itself: it becomes binding when a contract names it, when a regulation or a mandatory standard refers to it, or when a producer declares conformity with it.

The document runs to 17 pages in English translation.

2 Scope Preview

This standard specifies the domestic dissemination on the Internet, in line with relevant national laws and regulations of advertising e-mail format, including advertising mail lexical, header fields and the message body formats and header field syntax. Development of this standard defines the mail system for messages passed between the content format, and e-mail messages are stored in the local system can be used when you can not use this format, the way that local storage is not within the scope of this standard. This standard applies to spam senders and publishers to write and check the Internet advertising and e-mail format to prevent junk e-mail. Meanwhile, the standard Internet e-mail management or supervision and inspection of commercial e-business technical basis.

YD/T 1310-2004 falls under ICS 33.240.60, in the field of telecommunications.

This catalogue holds 3,420 other YD/T standards in that field.

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In this catalogue, YD/T standards carry edition years from 1982 to 2026.

3 About this standard

Sector: Telecommunication Industry Standard (Recommended)

Issued by: Ministry of Industry and Information Technology

English translation: about 17 pages (approximate)

Chinese original: about 25,276 characters

4 Related standards

Standards on related subjects:

GB/T 40094.1-2021 - Electronic commerce data transaction-Part 1: Criteria

GB/T 37401-2019 - Service assurance technical requirement for electronic commerce platform

GB/T 19363.1-2008 - Specification for translation service -- Part 1: Translation

5 Classification and status

International classification (ICS): 33.240.60

Chinese Standard Classification (CCS): A 10

Prefix YD/T: recommended standard.

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