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tronic messages received from senders whose electronic messages do not receive distinctive treatment based on sender compliance information.

7. The method of claim 4 wherein graphically distinguishing, in a user interface provided at a recipient system, the first electronic message from electronic messages received from senders whose electronic messages do not receive distinctive treatment based on sender compliance information includes placing the first electronic message in a separate folder from electronic messages received from senders whose electronic messages do not receive distinctive treatment based on sender compliance information.

8. The method of claim 1 wherein:

determining whether the bulk message sender is complying with the set of bulk message policies includes determining whether the bulk message sender is complying with a set of bulk message policies relating to a format of electronic messages, and

electronically aggregating information associated with the sending, by the bulk message sender, of electronic messages includes electronically aggregating information associated with the format of electronic messages sent by the bulk message sender.

9. The method of claim 1 wherein:

determining whether the bulk message sender is complying with the set of bulk message policies includes determining whether the bulk message sender is complying with a set of bulk message policies relating to a method of sending electronic messages, and

electronically aggregating information associated with the sending, by the bulk message sender, of electronic messages includes electronically aggregating information associated with the method of sending electronic messages used by the bulk message sender.

10. The method of claim 1 wherein:

determining whether the bulk message sender is complying with the set of bulk message policies includes determining whether the bulk message sender is complying with a set of bulk message policies including a requirement that the bulk message sender not hide or forge sender-related information, and

electronically aggregating information associated with the sending, by the bulk message sender, of electronic messages includes electronically aggregating information associated with whether the bulk message sender has hidden or forged sender-related information in electronic messages sent by the bulk message sender.

11. The method of claim 1 wherein:

determining whether the bulk message sender is complying with the set of bulk message policies includes determining whether the bulk message sender is complying with a set of bulk message policies including a requirement that the bulk message sender provide non-Internet contact information in electronic messages, and

electronically aggregating information associated with the sending, by the bulk message sender, of electronic messages includes electronically aggregating information associated with whether the bulk message sender has provided non-Internet contact information in electronic messages sent by the bulk message sender.

12. The method of claim 1 wherein:

determining whether the bulk message sender is complying with the set of bulk message policies includes determining whether the bulk message sender is complying with a set of bulk message policies including a requirement that the bulk message sender provide valid instruc-

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tions on how a recipient may prevent future electronic messages from being sent to the recipient by the bulk message sender, and

electronically aggregating information associated with the sending, by the bulk message sender, of electronic messages includes electronically aggregating information associated with whether the bulk message sender has provided valid instructions on how a recipient may prevent future electronic messages from being sent to the recipient by the bulk message sender in electronic messages sent by the bulk message sender.

13. The method of claim 1 wherein:

determining whether the bulk message sender is complying with the set of bulk message policies includes determining whether the bulk message sender is complying with a set of bulk message policies including a requirement that the bulk message sender not send electronic messages from a site with a dynamically assigned Internet Protocol address, and

electronically aggregating information associated with the sending, by the bulk message sender, of electronic messages includes electronically aggregating information associated with whether the bulk message sender has sent electronic messages from a site with a dynamically assigned Internet Protocol address.

14. The method of claim 1 wherein:

determining whether the bulk message sender is complying with the set of bulk message policies includes determining whether the bulk message sender is complying with a set of bulk message policies including a requirement that not more than a predetermined amount of electronic messages be returned to the bulk message sender as undeliverable over a predetermined time interval, and

electronically aggregating information associated with the sending, by the bulk message sender, of electronic messages includes electronically tracking information associated with the amount of electronic messages returned to the bulk message sender as undeliverable over the predetermined time interval.

15. The method of claim 1 wherein:

determining whether the bulk message sender is complying with the set of bulk message policies includes determining whether the bulk message sender is complying with a set of bulk message policies including a requirement that the bulk message sender accept more than a predetermined amount of electronic messages that are returned to the bulk message sender as undeliverable over a predetermined time interval, and

electronically aggregating information associated with the sending, by the bulk message sender, of electronic messages includes electronically tracking information associated with the amount of electronic messages accepted by the bulk message sender that are returned to the bulk message sender as undeliverable over the predetermined time interval.

16. The method of claim 1 wherein:

determining whether the bulk message sender is complying with the set of bulk message policies includes determining whether the bulk message sender is complying with a set of bulk message policies including a requirement that the bulk message sender provide information in electronic messages relating to the bulk message sender's acquisition of an address of an intended recipient, and

electronically aggregating information associated with the sending, by the bulk message sender, of electronic mes-

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sages includes electronically aggregating information associated with whether the bulk message sender has provided information relating to the bulk message sender's acquisition of the address of the intended recipient in electronic messages sent by the bulk message sender.

17. The method of claim 1 wherein:

determining whether the bulk message sender is complying with the set of bulk message policies includes determining whether the bulk message sender is complying with a set of bulk message policies including a requirement that relays used by the bulk message sender to send electronic messages be closed to third party relaying, and

electronically aggregating information associated with the sending, by the bulk message sender, of electronic messages includes electronically aggregating information associated with whether the bulk message sender has sent electronic messages using relays open to third party relaying.

18. The method of claim 1 wherein:

determining whether the bulk message sender is complying with the set of bulk message policies includes determining whether the bulk message sender is complying with a set of bulk message policies including a requirement that relays used by the bulk message sender to send electronic messages not hardcode mail exchange records of a mail system configured to receive the electronic messages, and

electronically aggregating information associated with the sending, by the bulk message sender, of electronic messages includes electronically aggregating information associated with whether the bulk message sender has sent electronic messages using relays that hardcode mail exchange records of the mail system configured to receive the electronic messages.

19. The method of claim 1 wherein:

determining whether the bulk message sender is complying with the set of bulk message policies includes determining whether the bulk message sender is complying with a set of bulk message policies including a requirement that the bulk message sender not send future electronic messages to an address of a recipient if an electronic message sent to the address is designated as undeliverable due to a permanent delivery failure, and electronically aggregating information associated with the sending, by the bulk message sender, of electronic messages includes electronically tracking information associated with whether the bulk message sender has sent electronic messages to an address of a recipient designated as undeliverable due to a permanent delivery failure.

20. The method of claim 1 wherein electronically aggregating information associated with the sending, by the bulk message sender, of electronic messages includes electronically tracking pattern information related to electronic messages sent by the bulk message sender.

21. The method of claim 20 wherein electronically tracking pattern information related to electronic messages sent by the bulk message sender includes electronically tracking information relating to a number of electronic messages sent by the bulk message sender and delivered successfully to recipients.

22. The method of claim 20 wherein electronically tracking pattern information related to electronic messages sent by the bulk message sender includes electronically tracking information relating to a number of electronic messages sent by the bulk message sender and designated as undeliverable and returned to the bulk message sender.

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23. The method of claim 20 wherein electronically tracking pattern information related to electronic messages sent by the bulk message sender includes electronically tracking recipient feedback regarding electronic messages received from the bulk message sender.

24. The method of claim 1 wherein accessing, from a data record, sender compliance information that is additional to the white list information and associated with the bulk message sender includes accessing a sender compliance data record that includes information identifying the bulk message sender and a sender compliance flag that indicates whether the sending, by the bulk message sender, of electronic messages has complied with the set of bulk message policies.

25. The method of claim 24 wherein:

accessing the sender compliance data record includes accessing a sender compliance data record that includes multiple compliance flags that indicate multiple levels or tiers of compliance with the set of bulk message policies, and

determining whether to distinctively treat the first electronic message based on the accessed sender compliance information that is additional to the white list information and associated with the bulk message sender includes:

determining to provide a first level of distinctive treatment to the first electronic message in response to determining that the bulk message sender has maintained a first level or tier of compliance with the set of bulk message policies, and

determining to provide a second level of distinctive treatment to the first electronic message in response to determining that the bulk message sender has maintained a second level or tier of compliance with the set of bulk message policies, the second level of distinctive treatment being different from the first level of distinctive treatment and the second level or tier of compliance being different from the first level or tier of compliance.

26. The method of claim 1 wherein:

applying filtering, including white listing based on white list information, to inbound electronic messages includes white listing based on a white list, and

accessing, from a data record, sender compliance information that is additional to the white list information and associated with the bulk message sender includes accessing information associated with the bulk message sender from an approved bulk mail sender list, the approved bulk mail sender list being different from the white list.

27. The method of claim 1 wherein receiving the first electronic message sent by the bulk message sender includes receiving one of an electronic mail message and an instant message.

28. The method of claim 1 wherein rendering the display based on the distinctive treatment includes rendering a display of the first electronic message.

29. The method of claim 1 wherein rendering the display based on the distinctive treatment includes at least one of placing an icon proximate to summary or title information for the first electronic message displayed in a user interface, displaying text of the first electronic message in a distinct color, and placing the first electronic message in a separate folder.

30. The method of claim 1 wherein obtaining the agreement between the messaging service provider and the bulk message sender that the bulk message sender agrees to comply with the set of bulk message policies in exchange for

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distinctive treatment of electronic messages sent by the bulk message sender includes obtaining the agreement between the messaging service provider and the bulk message sender by one or more system operators of an electronic mail system.

31. The method of claim 1 wherein obtaining the agreement between the messaging service provider and the bulk message sender that the bulk message sender agrees to comply with the set of bulk message policies in exchange for distinctive treatment of electronic messages sent by the bulk message sender includes manually obtaining the agreement between the messaging service provider and the bulk message sender.

32. The method of claim 1 wherein obtaining the agreement between the messaging service provider and the bulk message sender that the bulk message sender agrees to comply with the set of bulk message policies in exchange for distinctive treatment of electronic messages sent by the bulk message sender includes electronically obtaining the agreement between the messaging service provider and the bulk message sender.

33. The method of claim 1 wherein obtaining the agreement between the messaging service provider and the bulk message sender that the bulk message sender agrees to comply with the set of bulk message policies in exchange for distinctive treatment of electronic messages sent by the bulk message sender includes:

presenting a display of the set of bulk message policies to the bulk message sender; and

receiving, from the bulk message sender, an indication that the bulk message sender agrees to comply with the set of bulk message policies.

34. The method of claim 1 wherein the sender compliance information is further provided by electronically, without human intervention, analyzing the electronically aggregated information associated with the sending, by the bulk message sender, of electronic messages sent prior to receiving the first electronic message, wherein:

determining whether the bulk message sender is complying with the set of bulk message policies based on the electronically aggregated information associated with the sending, by the bulk message sender, of electronic messages sent prior to receiving the first electronic message includes electronically, without human intervention, determining whether the bulk message sender is complying with the set of bulk message policies based on the electronic analysis of the electronically aggregated information associated with the sending, by the bulk message sender, of electronic messages sent prior to receiving the first electronic message.

35. The method of claim 1 further comprising generating a report that describes compliance of the bulk message sender with the set of bulk message policies over a predetermined time interval, and sending the report to the bulk message sender.

36. The method of claim 35 wherein generating the report that describes compliance of the bulk message sender with the set of bulk message policies includes generating a report that includes a breakdown or list of the bulk message policies that the bulk mail sender is following, and a breakdown or list of the bulk message policies that the bulk mail sender is violating.

37. The method of claim 35 wherein generating the report that describes compliance of the bulk message sender with the set of bulk message policies includes generating a removal report that indicates that the bulk message sender has been

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removed from a list of approved bulk message senders and that messages sent by the bulk message sender no longer receive distinctive treatment.

38. The method of claim 35 wherein generating the report that describes compliance of the bulk message sender with the set of bulk message policies over the predetermined time interval includes generating the report based on the electronically aggregated information associated with the sending, by the bulk message sender, of electronic messages sent prior to receiving the first electronic message.

39. The method of claim 38 wherein generating the report based on the electronically aggregated information associated with the sending, by the bulk message sender, of electronic messages sent prior to receiving the first electronic message includes automatically generating and sending the report without human intervention.

40. The method of claim 1 further comprising generating a report that describes compliance of the bulk message sender with the set of bulk message policies in response to behavior of the bulk message sender crossing a predetermined threshold of noncompliance, and sending the report to the bulk message sender.

41. The method of claim 1 wherein distinctively treating the first electronic message in response to determining to distinctively treat the first electronic message comprises distinctively treating the first electronic message conditioned on the bulk message agreeing to comply with the set of bulk message policies.

42. A method for distinctively treating electronic messages sent by bulk message senders, the method comprising:

applying filtering, including white listing based on white list information, to inbound electronic messages, the white listing comprising providing, to the inbound electronic messages, a first level of distinctive treatment that is preferential to regular treatment of electronic messages;

obtaining an agreement between a messaging service provider and a bulk message sender that the bulk message sender agrees to comply with a set of bulk message policies in exchange for distinctive treatment of electronic messages sent by the bulk message sender;

receiving a first electronic message sent by the bulk message sender, the first electronic message being received subsequent to obtaining the agreement between the messaging service provider and the bulk message sender;

accessing, from a data record, sender compliance information that is additional to the white list information and associated with the bulk message sender, the sender compliance information being determined by:

electronically aggregating information associated with the sending, by the bulk message sender, of electronic messages sent prior to receiving the first electronic message,

electronically analyzing the electronically aggregated information associated with the sending, by the bulk message sender, of electronic messages sent prior to receiving the first electronic message;

electronically determining whether the bulk message sender is complying with a set of bulk message policies based on the electronic analysis of the electronically aggregated information associated with the sending, by the bulk message sender, of electronic messages sent prior to receiving the first electronic message, and

determining the sender compliance information that is additional to the white list information and associated with the bulk message sender based on the determi-

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nation of whether the bulk message sender is complying with the set of bulk message policies;
determining whether to provide a second level of distinctive treatment to the first electronic message based on the agreement of the bulk message sender to comply with the set of bulk message policies in exchange for distinctive treatment of electronic messages sent by the bulk message sender and the accessed sender compliance information that is additional to the white list information and associated with the bulk message sender, the second level of distinctive treatment being preferential to the first level of distinctive treatment;
providing the second level of distinctive treatment to the first electronic message in response to determining to provide the second level of distinctive treatment to the first electronic message; and
rendering a display based on the second level of distinctive treatment.

43. A method for distinctively treating digital communications sent by bulk message senders, the method comprising:
obtaining an agreement between a messaging service provider and a bulk message sender that the bulk message sender agrees to comply with a set of policies in exchange for distinctive treatment of electronic messages sent by the bulk message sender;
in response to obtaining the agreement between the messaging service provider and the bulk message sender, storing, in a data record, information indicating that digital communications sent by the bulk message sender receive distinctive treatment based on the bulk message sender complying with the set of policies;
receiving digital communications sent by the bulk message sender subsequent to obtaining the agreement between the messaging service provider and the bulk message sender;
determining whether to treat the digital communications sent by the bulk message sender distinctively based on the information included in the data record;
distinctively treating the digital communications sent by the bulk message sender in response to determining to treat the digital communications sent by the bulk message sender distinctively;
electronically tracking information related to the sending, by the bulk message sender, of the distinctively treated digital communications;
accessing the electronically tracked information related to the sending, by the bulk message sender, of the distinctively treated digital communications;
determining whether the bulk message sender is complying with the set of policies based on the accessed information; and
updating the information included in the data record to indicate that digital communications sent by the bulk message sender receive regular, as opposed to distinctive, treatment in response to determining that the bulk message sender is not complying with the set of policies.

44. The method of claim **43** wherein distinctively treating the digital communications sent by the bulk message sender in response to determining to treat the digital communications sent by the bulk message sender distinctively includes allowing the digital communications sent by the bulk message sender to bypass spam filtering operations.

45. The method of claim **43** wherein distinctively treating the digital communications sent by the bulk message sender in response to determining to treat the digital communications sent by the bulk message sender distinctively includes graphically distinguishing, in a user interface provided at a

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recipient system, the digital communications sent by the bulk message sender from digital communications sent by other senders whose digital communications do not receive distinctive treatment.

46. The method of claim **45** wherein graphically distinguishing, in the user interface provided at the recipient system, the digital communications sent by the bulk message sender from digital communications sent by other senders whose digital communications do not receive distinctive treatment includes placing an icon proximate to summary or title information for the digital communications sent by the bulk message sender displayed in the user interface, thereby graphically distinguishing the digital communications sent by the bulk message sender from digital communications sent by other senders whose digital communications do not receive distinctive treatment.

47. The method of claim **45** wherein graphically distinguishing, in the user interface provided at the recipient system, the digital communications sent by the bulk message sender from digital communications sent by other senders whose digital communications do not receive distinctive treatment includes displaying text of the digital communications sent by the bulk message sender in a distinct color that is different from a color of displayed text of digital communications sent by other senders whose digital communications do not receive distinctive treatment.

48. The method of claim **45** wherein graphically distinguishing, in the user interface provided at the recipient system, the digital communications sent by the bulk message sender from digital communications sent by other senders whose digital communications do not receive distinctive treatment includes placing the digital communications sent by the bulk message sender in a separate folder from digital communications sent by other senders whose digital communications do not receive distinctive treatment.

49. The method of claim **43** wherein:
electronically tracking information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes electronically tracking information associated with a format of the distinctively treated digital communications sent by the bulk message sender,
accessing the electronically tracked information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes accessing the electronically tracked information associated with the format of the distinctively treated digital communications sent by the bulk message sender, and
determining whether the bulk message sender is complying with the set of policies based on the accessed information includes determining whether the bulk message sender is complying with a set of policies relating to a format of digital communications based on the accessed information associated with the format of the distinctively treated digital communications sent by the bulk message sender.

50. The method of claim **43** wherein:
electronically tracking information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes electronically tracking information associated with a method the bulk message sender used to send the distinctively treated digital communications,
accessing the electronically tracked information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes accessing the electronically tracked information associated

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tively treated digital communications from a site with a dynamically assigned Internet Protocol address, and determining whether the bulk message sender is complying with the set of policies based on the accessed information includes determining whether the bulk message sender is complying with a set of policies including a requirement that the bulk message sender not send digital communications from a site with a dynamically assigned Internet Protocol address based on the accessed information associated with whether the bulk message sender sent the distinctively treated digital communications from a site with a dynamically assigned Internet Protocol address.

56. The method of claim 43 wherein:

electronically tracking information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes electronically tracking information associated with an amount of the distinctively treated digital communications accepted by the bulk message sender that are returned to the bulk message sender as undeliverable over a predetermined time interval,

accessing the electronically tracked information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes accessing the electronically tracked information associated with the amount of the distinctively treated digital communications accepted by the bulk message sender that are returned to the bulk message sender as undeliverable over the predetermined time interval, and

determining whether the bulk message sender is complying with the set of policies based on the accessed information includes determining whether the bulk message sender is complying with a set of policies including a requirement that the bulk message sender accept more than a predetermined amount of digital communications that are returned to the bulk message sender as undeliverable over the predetermined time interval based on the accessed information associated with the amount of the distinctively treated digital communications accepted by the bulk message sender that are returned to the bulk message sender as undeliverable over the predetermined time interval.

57. The method of claim 43 wherein:

electronically tracking information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes electronically tracking information associated with whether the bulk message sender provided information relating to the bulk message sender's acquisition of an address of an intended recipient in the distinctively treated digital communications sent by the bulk message sender,

accessing the electronically tracked information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes accessing the electronically tracked information associated with whether the bulk message sender provided information relating to the bulk message sender's acquisition of the address of the intended recipient in the distinctively treated digital communications sent by the bulk message sender, and

determining whether the bulk message sender is complying with the set of policies based on the accessed information includes determining whether the bulk message sender is complying with a set of policies including a requirement that the bulk message sender provide information in digital communications relating to the bulk

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message sender's acquisition of an address of the intended recipient based on the accessed information associated with whether the bulk message sender provided information relating to the bulk message sender's acquisition of the address of the intended recipient in the distinctively treated digital communications sent by the bulk message sender.

58. The method of claim 43 wherein:

electronically tracking information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes electronically tracking information associated with whether the bulk message sender sent the distinctively treated digital communications using relays open to third party relaying,

accessing the electronically tracked information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes accessing the electronically tracked information associated with whether the bulk message sender sent the distinctively treated digital communications using relays open to third party relaying, and

determining whether the bulk message sender is complying with the set of policies based on the accessed information includes determining whether the bulk message sender is complying with a set of policies including a requirement that relays used by the bulk message sender to send digital communications be closed to third party relaying based on the accessed information associated with whether the bulk message sender sent the distinctively treated digital communications using relays open to third party relaying.

59. The method of claim 43 wherein:

electronically tracking information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes electronically tracking information associated with whether the bulk message sender sent the distinctively treated digital communications using relays that hardcode mail exchange records of a mail system configured to receive the distinctively treated digital communications,

accessing the electronically tracked information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes accessing the electronically tracked information associated with whether the bulk message sender sent the distinctively treated digital communications using relays that hardcode mail exchange records of the mail system configured to receive the distinctively treated digital communications, and

determining whether the bulk message sender is complying with the set of policies based on the accessed information includes determining whether the bulk message sender is complying with a set of policies including a requirement that relays used by the bulk message sender to send digital communications not hardcode mail exchange records of a mail system configured to receive the digital communications based on the accessed information associated with whether the bulk message sender sent the distinctively treated digital communications using relays that hardcode mail exchange records of the mail system configured to receive the distinctively treated digital communications.

60. The method of claim 43 wherein:

electronically tracking information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes electronically tracking information associated with whether the bulk message

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sender sent the distinctively treated digital communications to an address of a recipient designated as undeliverable due to a permanent delivery failure,

accessing the electronically tracked information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes accessing the electronically tracked information associated with whether the bulk message sender sent the distinctively treated digital communications to an address of a recipient designated as undeliverable due to a permanent delivery failure, and

determining whether the bulk message sender is complying with the set of policies based on the accessed information includes determining whether the bulk message sender is complying with a set of policies including a requirement that the bulk message sender not send future digital communications to an address of a recipient if a digital communication sent to the address is designated as undeliverable due to a permanent delivery failure based on the accessed information associated with whether the bulk message sender sent the distinctively treated digital communications to an address of a recipient designated as undeliverable due to a permanent delivery failure.

61. The method of claim **43** wherein electronically tracking information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes electronically tracking pattern information related to the distinctively treated digital communications sent by the bulk message sender.

62. The method of claim **61** wherein electronically tracking pattern information related to the distinctively treated digital communications sent by the bulk message sender includes electronically tracking information relating to a number of the distinctively treated digital communications sent by the bulk message sender and delivered successfully to recipients.

63. The method of claim **61** wherein electronically tracking pattern information related to the distinctively treated digital communications sent by the bulk message sender includes electronically tracking information relating to a number of the distinctively treated digital communications sent by the bulk message sender and designated as undeliverable and returned to the bulk message sender.

64. The method of claim **61** wherein electronically tracking pattern information related to the distinctively treated digital communications sent by the bulk message sender includes electronically tracking recipient feedback regarding the distinctively treated digital communications received from the bulk message sender.

65. The method of claim **43** wherein:

storing, in the data record, information indicating that digital communications sent by the bulk message sender receive distinctive treatment includes storing, in a sender compliance data record, information identifying the bulk message sender and a sender compliance flag that indicates that digital communications sent by the bulk message sender receive distinctive treatment, and

updating the information included in the data record to indicate that digital communications sent by the bulk message sender receive regular, as opposed to distinctive, treatment in response to determining that the bulk message sender is not complying with the set of policies includes updating the sender compliance flag to indicate that digital communications sent by the bulk message sender receive regular treatment.

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66. The method of claim **43** wherein receiving digital communications sent by the bulk message sender includes receiving one of electronic mail messages and instant messages.

67. The method of claim **43** further comprising:

receiving a first digital communication sent by the bulk message sender subsequent to updating the information included in the data record to indicate that digital communications sent by the bulk message sender receive regular, as opposed to distinctive, treatment in response to determining that the bulk message sender is not complying with the set of policies; and

treating the first digital communication regularly.

68. The method of claim **67** wherein:

distinctively treating the digital communications sent by the bulk message sender in response to determining to treat the digital communications sent by the bulk message sender distinctively includes allowing the digital communications sent by the bulk message sender to bypass spam filtering operations, and

treating the first digital communication regularly includes performing spam filtering operations on the first digital communication.

69. The method of claim **67** wherein:

distinctively treating the digital communications sent by the bulk message sender in response to determining to treat the digital communications sent by the bulk message sender distinctively includes displaying the digital communications sent by the bulk message sender in a user interface of a recipient system with an icon proximate to summary or title information for the digital communications sent by the bulk message sender, and

treating the first digital communication regularly includes displaying the first digital communication sent by the bulk message sender in the user interface of the recipient system without an icon proximate to summary or title information for the first digital communication.

70. The method of claim **43** wherein:

determining whether to treat the digital communications sent by the bulk message sender distinctively based on the information included in the data record includes determining whether to treat the digital communications sent by the bulk message sender with a low level of preferential treatment or a high level of preferential treatment based on the information included in the data record, and

distinctively treating the digital communications sent by the bulk message sender in response to determining to treat the digital communications sent by the bulk message sender distinctively includes:

providing the low level of preferential treatment to the digital communications sent by the bulk message sender in response to determining to treat the digital communications sent by the bulk message sender with the low level of preferential treatment, the low level of preferential treatment being different from regular treatment, and

providing the high level of preferential treatment to the digital communications sent by the bulk message sender in response to determining to treat the digital communications sent by the bulk message sender with the high level of preferential treatment, the high level of preferential treatment being different from regular treatment and different from the low level of preferential treatment.

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71. The method of claim 43 wherein distinctively treating the digital communications sent by the bulk message sender in response to determining to treat the digital communications sent by the bulk message sender distinctively includes distinctively treating at least one digital communication in which the sending of the at least one digital communication did not comply with the set of policies.

72. The method of claim 43 wherein:

electronically tracking information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes:

electronically tracking information related to the sending, by the bulk message sender, of a first distinctively treated digital communication sent only to a first recipient, and

electronically tracking information related to the sending, by the bulk message sender, of a second distinctively treated digital communication sent only to a second recipient, the second distinctively treated digital communication being different from the first distinctively treated digital communication and the second recipient being different from the first recipient,

accessing the electronically tracked information related to the sending, by the bulk message sender, of the distinctively treated digital communications includes:

accessing the electronically tracked information related to the sending, by the bulk message sender, of the first distinctively treated digital communication sent only to the first recipient, and

accessing the electronically tracked information related to the sending, by the bulk message sender, of the second distinctively treated digital communication sent only to the second recipient, and

determining whether the bulk message sender is complying with the set of policies based on the accessed information includes determining whether the bulk message sender is complying with the set of policies based on the accessed information related to the sending, by the bulk message sender, of the first distinctively treated digital communication sent only to the first recipient and the accessed information related to the sending, by the bulk message sender, of the second distinctively treated digital communication sent only to the second recipient.

73. A communications system that distinctively treats digital communications sent by bulk message senders, the communications system comprising:

a computer-readable storage medium configured to store data records; and

a message processing system including at least one processor, the message processing system being configured to perform operations comprising:

in response to obtaining an agreement between a messaging service provider and a bulk message sender that the bulk message sender agrees to comply with a set of policies in exchange for distinctive treatment of electronic messages sent by the bulk message sender, storing, in a data record, information indicating that digital communications sent by the bulk message sender receive distinctive treatment based on the bulk message sender complying with the set of policies;

receiving digital communications sent by the bulk message sender subsequent to obtaining the agreement between the messaging service provider and the bulk message sender;

receiving digital communications sent by the bulk message sender;

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determining whether to treat the digital communications sent by the bulk message sender distinctively based on the information included in the data record;

distinctively treating the digital communications sent by the bulk message sender in response to determining to treat the digital communications sent by the bulk message sender distinctively;

electronically tracking information related to the sending, by the bulk message sender, of the distinctively treated digital communications;

storing, in the data store, the electronically tracked information;

accessing, from the data store, the electronically tracked information related to the sending, by the bulk message sender, of the distinctively treated digital communications;

determining whether the bulk message sender is complying with the set of policies based on the accessed information; and

updating the information included in the data record in the data store to indicate that digital communications sent by the bulk message sender receive regular, as opposed to distinctive, treatment in response to determining that the bulk message sender is not complying with the set of policies.

74. The method of claim 42 wherein:

electronically aggregating information includes electronically aggregating the information without human intervention;

electronically analyzing the electronically aggregated information includes electronically analyzing the electronically aggregated information without human intervention; and

electronically determining whether the bulk message sender is complying with the set of bulk message policies based on the electronic analysis of the electronically aggregated information includes electronically determining whether the bulk message sender is complying with the set of bulk message policies without human intervention.

75. The method of claim 42 wherein:

providing, to the inbound electronic messages, the first level of distinctive treatment that is preferential to regular treatment of electronic messages includes providing the first level of distinctive treatment to messages received from senders that have maintained at least a first level of compliance with the set of bulk message policies; and

electronically determining whether the bulk message sender is complying with a set of bulk message policies includes electronically determining whether the bulk message sender has maintained at least a second level of compliance with the set of bulk message policies, the second level of compliance being different from the first level of compliance.

76. The method of claim 75 further comprising:

placing a particular sender on a white list;

providing the first level of distinctive treatment to electronic messages received from the particular sender based on the particular sender being placed on the white list;

determining whether the particular sender has maintained at least the second level of compliance with the set of bulk message policies over a first time interval;

in response to determining that the particular sender has maintained at least the second level of compliance with

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the set of bulk message policies over the first time interval, placing the particular sender on an approved bulk mail sender list; and
providing the second level of distinctive treatment to electronic messages received from the particular sender based on the particular sender being placed on the approved bulk mail sender list.

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77. The method of claim **42** further comprising generating a report that describes compliance of the bulk message sender with the set of bulk message policies over a predetermined time interval, and sending the report to the bulk message sender.

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