

User Side: Managing Email Preferences

This article describes the feature that allows users to unsubscribe from non-essential email communications. This feature aims to improve user experience, ensure compliance with data privacy regulations, and reduce the volume of manual unsubscribe requests.

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When the feature is enabled, users can manage their email preferences through an **Email Preferences** page within their account settings.

Users can access the **Email Preferences** page in two ways:

- By navigating to their account settings.
- By clicking the **Unsubscribe** link in the body or footer of any non-essential email.

On the **Email Preferences** page, users will find the following:

- **Checkboxes for each email category:** Users can select or deselect categories to manage their subscriptions.
- **Popover icon (?):** Clicking this icon next to a checkbox will display the category description.
- **Select/Deselect All:** An option to manage all checkboxes at once.
- **Essential Categories:** A list of essential email categories that cannot be unsubscribed from will be shown at the bottom of the page.

After making changes, the user must click the **Save Changes** button. A confirmation message will be displayed.

System-related emails (e.g., receipts, password resets, new account creation) are exempt from the unsubscribe functionality and cannot be disabled by users.

If the unsubscribe functionality is turned off after users have already unsubscribed, **their subscription settings will be ignored**, and they will receive all emails again.

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