

OperationsCommander - <https://opscom.wiki>

User Side: Managing Email Preferences with OPSCOM-Go!

The Managing User Email Preferences feature allows end-users to opt out of non-essential email communications directly from their portal. Its primary purpose is to improve the user experience, ensure compliance with data privacy regulations, and reduce manual unsubscribe requests for your staff. This article is intended for OPSCOM administrators to help them understand the user-facing email management workflow.

Setup and Configuration

This feature relies on the global unsubscribe functionality being active in your environment.

Admin Side: Ensure the unsubscribe functionality is enabled within your system communications settings. If this feature is disabled globally on the backend, the user-facing management options will not be accessible.

User Side: Users can access and manage their specific email preferences independently from their portal account settings or via direct links in received emails.

Using this Feature

Administrators can use the following information to guide users on how to update their communication settings.

Accessing the Preferences Page

Users can access the management page using one of two methods:

1. Navigate to the account settings on the user portal and click **Email Preferences**.
2. Click the **Unsubscribe** link located in the body or footer of any non-essential system email.

Disabling the unsubscribe functionality at the system level overrides all user preferences. Always ensure this aligns with your local data privacy regulations (such as CAN-SPAM, CASL, or GDPR) before restricting a user's ability to opt out of non-essential communications.

Key Information Displayed

- **Essential Categories:** A section at the bottom of the page displays a list of essential email categories that users cannot unsubscribe from (e.g., system alerts, financial receipts, password resets).

Available Actions and Buttons

- **Category Checkboxes:** Enable the specific category checkboxes to subscribe, or disable the checkboxes to unsubscribe from those non-essential communications.
- **? Icon:** Click the ? popover icon next to any checkbox to display a detailed description of that specific email category.
- **Select All / Deselect All:** Click these bulk options to select or deselect all available email category checkboxes at once.

- **Save Changes:** Click the **Save Changes** button to apply the updated preferences. A confirmation message will display once successfully saved.
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Best Practices and Considerations

- **Communicate exempt categories: Remind users that system-related emails are strictly exempt from the unsubscribe functionality.** Critical communications such as payment receipts, password resets, and new account creation confirmations cannot be disabled by the user to ensure basic account security and operational integrity.
 - **Understand global overrides: If your organization disables the unsubscribe functionality globally after users have already unsubscribed, their individual subscription settings will be ignored.** They will default back to receiving all non-essential emails again, regardless of their past opt-out choices.
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