

Unsubscribe Option for Email Notifications-Opt-Out

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.

Setup & Configuration

Admin Side

To enable and configure the unsubscribe option, an administrator needs to follow these steps:

- A new setting will control if users are able to access email preferences. This setting will be deployed as **off** by default.
- Email categories are pre-defined and cannot be changed. The available categories are:
 - **Important** (Essential)
 - **Promotional Emails** (Non-essential)
 - **Newsletter** (Non-essential)
 - **Product Updates** (Non-essential)
- Admins can assign any category to the email templates on their system.
- Category selection options will be added to the following email setup pages:
 - The **compose email** page.

- The **email template** page for automated system messages.

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

User Side: Managing Email Preferences

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.

You can view the user-facing wiki article [here](#).

Assigning Email Categories

When composing an email or editing an email template, administrators can assign an email category.

- If a **non-essential** category is selected, a message will clearly display to the admin that the user can opt out of receiving it.
- If an email is marked with a category that a user has unsubscribed from, the email will not be sent to that user.
- Emails marked with a category flagged as **essential** are always sent.

Best Practices & Considerations

- **Develop a business rule** for what is considered an "essential" vs. a "non-essential" email.
 - **Essential emails** are communications that all users should be made aware of, such as major announcements, road closures, or advisories for lot closures due to heavy snow.
 - **Non-essential emails** are those that a user can decide they don't need, such as event notices for an upcoming open house or a sale at the school store.
- 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.