

Opt-in Confirmation and Our Mailing List

What is opt-in confirmation?

When someone signs up for a mailing list online, there are standards established for how you confirm that this person really does want to be on your mailing list. The recommended standard for this is called "**opt-in confirmation**". The Opt-in confirmation standard requires that you confirm, by a separate and secured process, that the you the user really does desire to be on our mailing list. Typically this is implemented by a confirmation email being sent to an individual, with a link that contains a distinct authentication code. The individual is only placed on our mailing list after they click on the link in that email and authenticate that they are the owner of that email address and they really do want to be on your mailing list.

How is opt-in confirmation done?

The opt-in confirmation will be implemented by sending an email to anyone that is to be added to our "online mailing list". We will place your contact record in an "unconfirmed" contacts table and will automatically e-mail a confirmation email to that person asking them to confirm that they wish to be on our mailing list. When the individual clicks on the link the MSM system will automatically move their record from unconfirmed status to confirmed status and add them to your mailing list instantly. The unconfirmed contact will remain in the system for 14 days. If after 14 days their confirmation link has not been clicked, they will be removed from the system and will not be added to your mailing list. The individual WILL NOT show up on your mailing list, or be included in any emails or extracts until they have clicked that link. Any contact record that does not contain an email address will not go through this confirmation process, but will be added directly to our postal mailing list.

Why are we adding opt-in confirmation to the system?

Over the years, as spam email has increased, it has become a significant problem for ISP's and people running legitimate email services. Large e-mail providers are getting more and more careful about who they will accept e-mail from. Our provider has agreements in place with several large email providers (such as Yahoo, for example) so that they will know that we send large volumes of e-mail their way each day and that we are a legitimate sender of email. Opt-in confirmation will also help ensure that bad information does not wind up on your mailing list (such as invalid e-mail addresses). We see A LOT of emails trying to go through the server to e-mail addresses that simply don't exist (typo's, etc.). With opt-in confirmation these bad email addresses will never make it on to your mailing list because they will never get confirmed.

Are consignor and worker accounts and their related emails affected by opt-in confirmation?

No. When a consignor registers for a consignor number, or a worker registers for a non-consigning worker account, they will not go through opt-in confirmation for their consignor or worker account. A mailing list confirmation email will be sent to them however, so that their information can actually be placed on your "mailing list" (as opposed to your consignor or worker list). They will need to click the link in the opt-in confirmation email they receive in order for their information to be placed on your mailing list.