

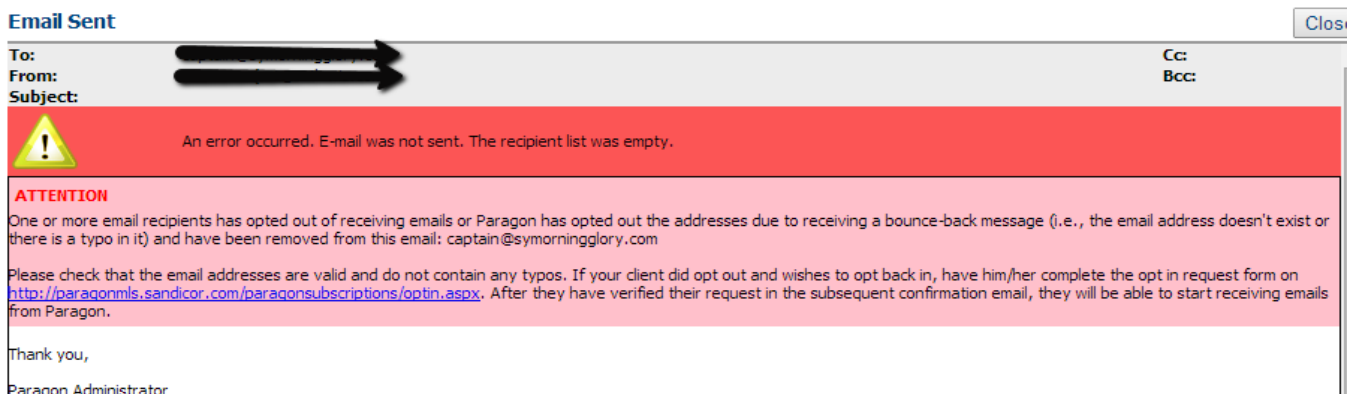
Opting back in to Paragon emails

The CanSpam Act of Congress 2003 was a set of laws passed to help stem the spam emails that were being sent to everyone. One of those laws allowed recipients of business/advertisement related emails to “Opt Out” of receiving those emails. Real Estate Professionals sending emails to customers to advertise a listing for sale and to spend money on a property falls under the CanSpam Act guidelines. Therefore, for whatever reason, some customers may have opted out from receiving emails from an agent or from Paragon altogether.

This guide will take you through the process of helping a customer who has opted out of Paragon emails, to opt back in to receiving emails from the Paragon email system.


How do you know when a customer has opted out from receiving emails from you or from Paragon?

- When you try to email to an opted out recipient, Paragon will give you an error warning after you click **Send**.
- <http://paragonmls.sandicor.com/paragonsubscriptions/optin.aspx>



Email Sent Close

To: [REDACTED] Cc: [REDACTED]
From: [REDACTED] Bcc: [REDACTED]
Subject: [REDACTED]

 An error occurred. E-mail was not sent. The recipient list was empty.

ATTENTION
One or more email recipients has opted out of receiving emails or Paragon has opted out the addresses due to receiving a bounce-back message (i.e., the email address doesn't exist or there is a typo in it) and have been removed from this email: captain@symorningglory.com

Please check that the email addresses are valid and do not contain any typos. If your client did opt out and wishes to opt back in, have him/her complete the opt in request form on <http://paragonmls.sandicor.com/paragonsubscriptions/optin.aspx>. After they have verified their request in the subsequent confirmation email, they will be able to start receiving emails from Paragon.

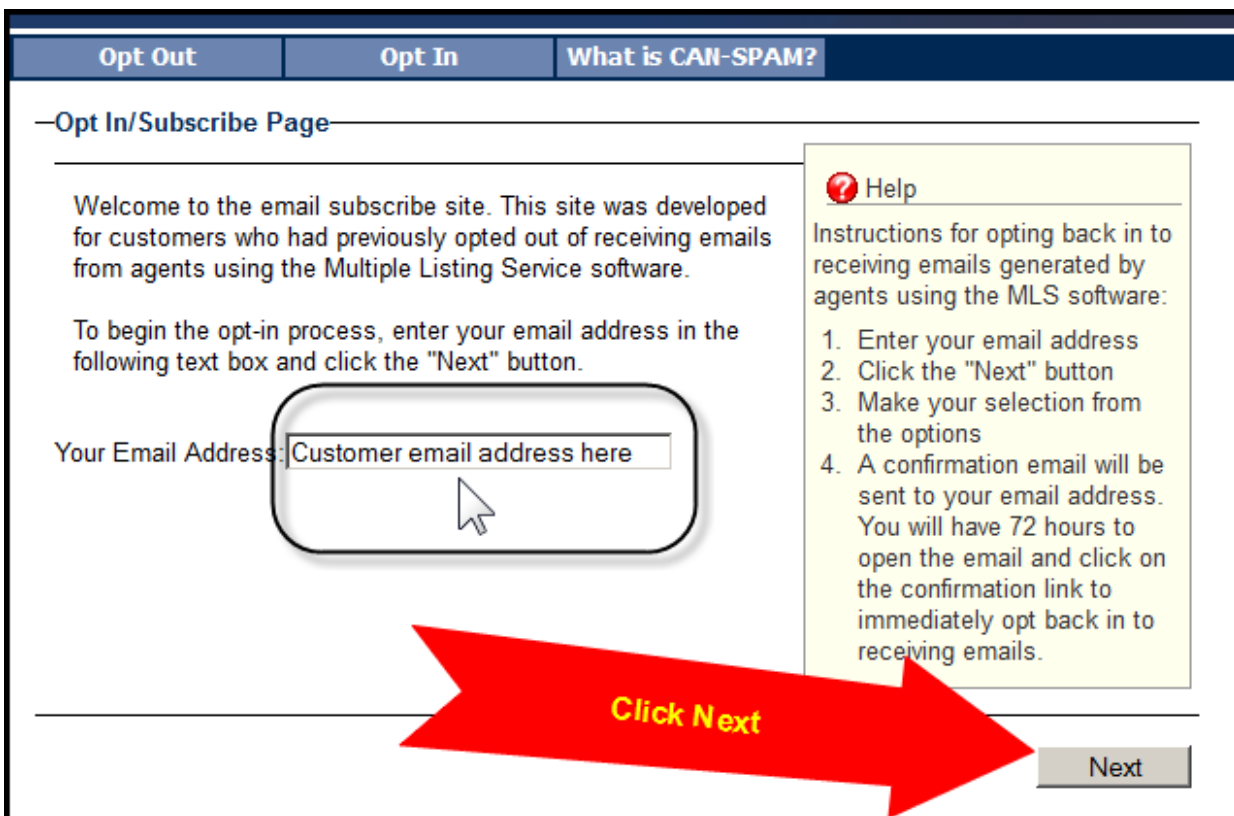
Thank you,
Paragon Administrator

Within that error box will be a section that states that a recipient has opted out of receiving emails. Paragon also gives a method that starts the process of allowing that recipient the ability to opt back in to receiving emails from Paragon. A link to that process is provided for you.

You have two options using that link.

1. Copy the link from that error box and paste it into a new email from your own business email. Explain to the customer to click on the link and follow the instructions given.
Note: Do not try to send a new email from Paragon to the customer with that link, as it will not go through to the customer.
2. The other option is for you to start the process of opting in for that customer. Remember you can only start the process; the customer has to finish the process from their email. Only the customer can do that.

To start the “opt in” process for the customer, click the **Link** in the error box notice. This will open a web page to enter the **customer email address** that they had opted out from. Remember that you are starting a process that is designed to be done by the customer, so don’t mistakenly put your email address into the box to opt in. This **MUST** be the customer email address. Click **Next**.



The page will refresh with more information on opting in for the customer. Select the option for allowing emails from Paragon. Again, remember that the verbiage is written for the customer point of view. Click **Next**.