

# HOW TO...

## ...send group emails

If you send emails that share information with a number of recipients (a mass email) you need to offer an option to unsubscribe or stop communications. An easy way to stop communications is required on all marketing (email and post) including newsletters.



*“Individuals have the right to stop communications and/or withdraw consent for processing at any time, which has to be actioned immediately otherwise this constitutes a breach under data protection and PECR (Privacy and Electronic Communications Regulations) rules.”*

### How to offer an unsubscribe option?

Add the sample text below to your emails to offer a simple unsubscribe/ stop communications option.

The text should be easy to read as part of the main email rather than hidden away as small print. Remember if you do receive a request you need to action immediately.

*...‘To unsubscribe / stop communication from this branch, please reply to this email with your request.’*

UNSUBSCRIBE



- Always check you are sending the email to the correct recipient. Sometimes it is easy to auto-fill with a similar name.
- Always check the content of the email when forwarding emails to avoid forwarding personal data or sensitive information.
- Don't forget to use the bcc option for sending your emails (see the how to...bcc emails guidance for further information).