



Dialog
Insight

Smart Marketing Catalyst

Technical Description

Consent Centre

4/21/2016



Canada • France • Russia

dialoginsight.com

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Introduction

Canada's new Anti-Spam Legislation (Bill C-28) has implications for the way all Canadian businesses operate. To ensure that our customers fulfill the new requirements, Dialog Insight has established methods to simplify the processing of subscriptions and the management of consent. This new law goes into effect on July 1, 2014.

Impact of the new law

Bill C-28 regulates email communications and defines the exact circumstances in which you are permitted to send messages to your contacts. The main consequence of this law is that you now need consent from the recipient in order to send them a message of a commercial or promotional nature.

There are two types of consent:

- ✓ Express consent: The contact agrees directly to receive your messages, either by submitting a subscription form or by speaking with you on the phone or in person.
- ✓ Implied consent: You obtain this consent following a request for a quote or other information, a business transaction such as a product purchase, or by similar means. Under the law, implied consent has a time limit of six months for information requests and 24 months for purchases.

The burden of proof rests with the sender of the message. At the time of sending, you must be able to confirm that you have the recipient's consent. The recipient has up to three years after receiving the message to lodge a complaint. Consequently, you must keep their consent on file for at least three years.



Managing consents

What does it mean to manage consents? It means being able to answer the question “Is this person a valid subscriber at the time I send them a message?”

Checkboxes, as they're currently used, cannot help you answer this question, because no date is associated with the consent. That is why you must now be able to keep a record of your consents, whether express (e.g. subscriptions) or implied (e.g. purchases or requests for information). For easier management, many customers will prefer to give express consent only.

What is a subscription?

Subscription management allows you to create specialized fields to control your contacts' preferences with regard to their subscriptions. Once these fields are set up, you can define rules governing your types of messages, and then automatically determine which contacts are eligible to receive these messages. Unsubscribing from a message will affect only one subscription, instead of completely deactivating the contact's profile. This method also keeps the complete history of all subscriptions and unsubscriptions in the profiles of your contacts.

What is implied consent?

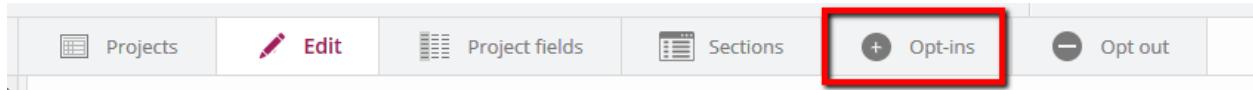
In your promotional campaigns, several implied consents can coexist. Creating implied consents requires you to apply rules that define their values and time limits. Here as well, you keep the proof of each consent in a contact's history.



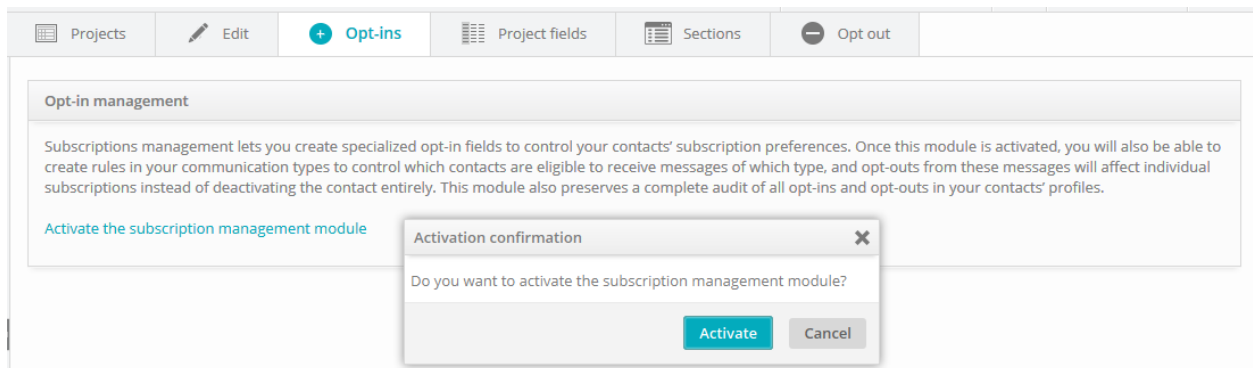
Managing subscriptions

Activation

To use subscription fields, you must first activate the module in your project. In the project management window, you'll find a new "Subscriptions" tab.

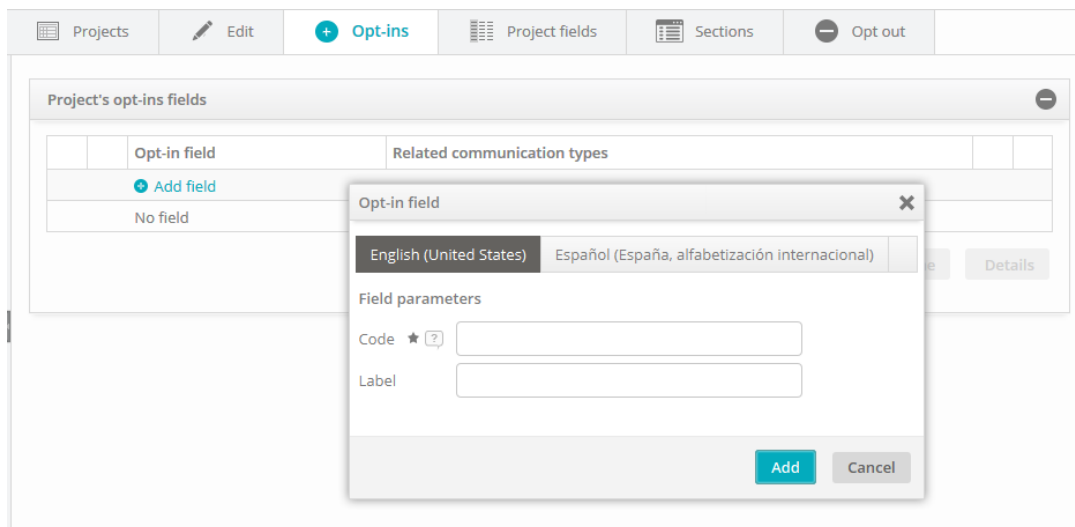


Under this tab, a short intro text describes how the module works. You'll also find a button to activate the feature. Once the activation is confirmed, you can create subscription fields.



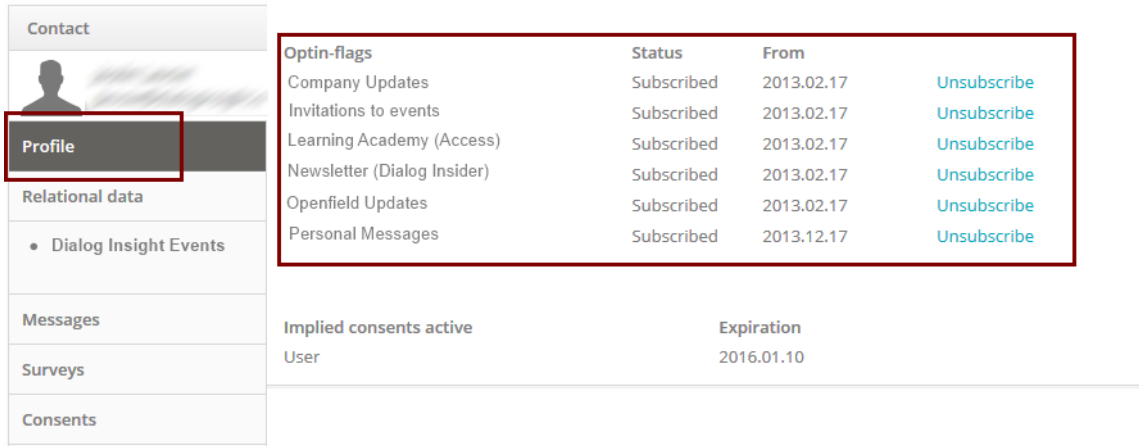
Creating a subscription field

Creating a subscription field is an easy process. Simply enter a code and a label. The other parameters generally required to create a field are automated.



Adding subscription information to your contact profiles

The subscription fields are added to the profiles of your contacts in a new “Subscription” section. Note that on activation, these fields are blank (neither subscribed nor unsubscribed).



The screenshot shows a contact profile with a sidebar on the left and a main content area on the right. The sidebar includes sections for Contact, Profile (highlighted with a red box), Relational data, Dialog Insight Events, Messages, Surveys, and Consents. The main content area displays a table of subscription information, also highlighted with a red box. The table has columns for Optin-flags, Status, From, and an Unsubscribe link. Below the table, there is a section for Implied consents active, showing a User and an Expiration date of 2016.01.10.

Optin-flags	Status	From	
Company Updates	Subscribed	2013.02.17	Unsubscribe
Invitations to events	Subscribed	2013.02.17	Unsubscribe
Learning Academy (Access)	Subscribed	2013.02.17	Unsubscribe
Newsletter (Dialog Insider)	Subscribed	2013.02.17	Unsubscribe
Openfield Updates	Subscribed	2013.02.17	Unsubscribe
Personal Messages	Subscribed	2013.12.17	Unsubscribe

Implied consents active	Expiration
User	2016.01.10

Unlike standard Boolean fields, subscription fields have three possible statuses. A contact can be subscribed, unsubscribed or stateless, which means that the contact is neither subscribed nor unsubscribed to the corresponding messages (usually because the option has never been offered). This third status allows you to easily distinguish a contact who has unsubscribed from one who was never subscribed.

In the profile, you can change the status of each subscription by clicking on the corresponding Subscribe or Unsubscribe link. Note that once you assign a status (subscribed or unsubscribed), it's not possible to return to the stateless status.



History

An important advantage of subscription fields is that you automatically keep a complete record of all changes. This history helps you better understand the evolution of a contact's profile, including their preferences on a given date.

The screenshot shows a contact profile page with a sidebar on the left containing 'Profile', 'Relational data', 'Dialog Insight Events', 'Messages', 'Surveys', 'Consents', 'Tracking', and 'Email changes'. The 'Consents' tab is selected. The main content area is divided into two sections: 'Implicit consents history' and 'Opt-ins history'. The 'Opt-ins history' section contains a table with the following data:

Date	Action	Opt-in	Source
2011.06.16	Opt-in	Newsletter (Dialog Insider)	Import
2011.06.16	Opt-in	Event invitations	Import
2011.06.16	Opt-in	LearningAcademy (Access)	Import
2011.06.16	Opt-in	Company updates	Import

Importing data into subscription fields

You can assign one of three values to a subscription field:

- 1 if the contact is subscribed
- 0 if the contact has unsubscribed
- Empty or null value, meaning that no status exists for this contact (neither subscribed nor unsubscribed)

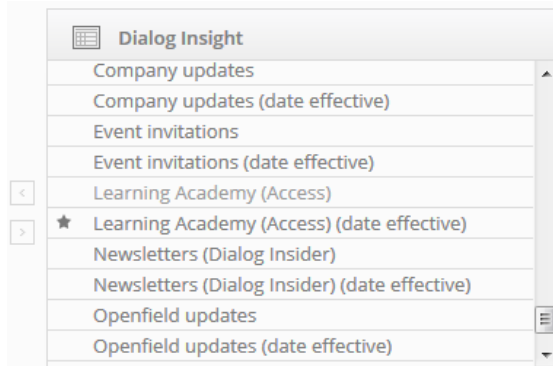
Subscription fields behave differently when you're importing data. Given the nature of these fields, it's essential to know the date on which the contact gave consent. Consequently, when importing data, you'll be asked to provide the date on which you obtained permission for each consent listed.

The screenshot shows a 'Dialog Insight' window with a list of subscription fields. The fields are: 'Company updates', 'Company updates (effective date)', 'Event invitations', 'Event invitations (effective date)', 'Learning Academy (Access)', 'Learning Academy (Access) (effective date)', 'Newsletters (Dialog Insider)', 'Newsletters (Dialog Insider) (effective date)', 'Openfield updates', and 'Openfield updates (effective date)'. The text '(effective date)' in the second row is highlighted with a red box, and a blue box highlights the text '(effective date)' in the third row.



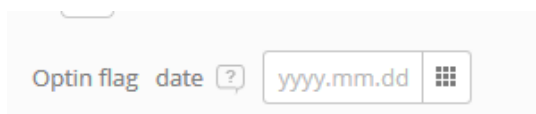
Date included in a column of the imported file

When you assign a subscription field to a column in your file, a second attribute, called “Name of subscription (date effective),” becomes necessary. Assign this choice to the column of your file that contains the date on which your contact gave consent (or unsubscribed).



One date for all the contacts in the file

Alternatively, you can provide a single effective date for all subscriptions in your file. Use this method if you don't have the exact date, but take care to include a date that's representative of the records in this file, because the date that you enter will be used to build a history of permissions, and you do not, for example, want to accidentally resubscribe a contact who had unsubscribed.



Describing imported files

When you use a subscription field, you must provide a description of the file, so that you can label the campaign (contest, survey, etc.) where these contacts are coming from.

Imports Mapping

Column mapping

Importing file **Liste de contacts.xlsx** into project **Dialog Insight**
Import type: **Normal**

Apply the following file format : Choose a format ▼

Describe the file you are importing ?



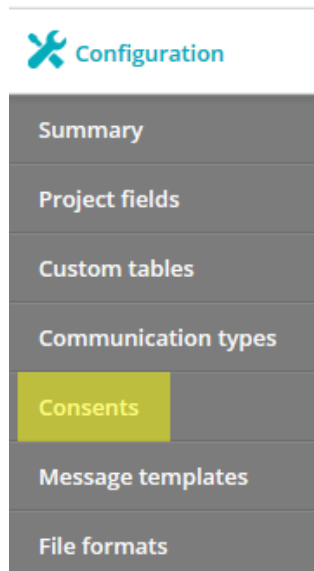
Managing implied consent

Unlike a subscription, implied consent is a right to send messages, which you obtain indirectly following a contact's action or based on an existing business relationship. This type of consent (called "implied consent") generally has a time limit defined by law, such as Canada's Bill C-28, and is based on configurable rules (e.g. consent for 24 months following the purchase of a product, or consent for six months following a request for information).

Activation

You'll find the new management tool for implied consents under the "Consents" link in the configuration menu of Dialog Insight Contact. As with the subscription management module, you need to activate this feature before using it in your project.

When you first open it, the consent management tool will provide a brief description of the module's features, along with a link to activate it.



Consents manager

Implied consents

An implied consent, as opposed to a subscription, is a sending right granted indirectly following an action by the contact or an existing business relationship. These consents usually have a duration that's prescribed by law such as Canada's C-28 bill and are calculated from configurable rules (example: a 24 months consent following a purchase, or a 6 months consent following a product inquiry).

Activating this modules will let you create implied consents and rules that govern them. To help you respect applicable rules and legislation, this module will keep historical data and audits that will let you trace any messages that are sent along with associated consents for a predetermined duration (for instance, the C-28 bill requires that a sender demonstrates sending rights up to 3 years after sending a message).

[Enable management consents](#)

Activation confirmation

Do you want to enable the implied consents management module?

[Activate](#) [Cancel](#)



Consent Centre

Once the activation is confirmed, you can proceed to define your types of consent and add the criteria that assign these consents during the importing process.

Creating implied consents

How to plan your system of implied consents

The first step in using this module involves properly planning your system of implied consents.

Implied consent, as defined in Bill C-28, is a type of consent whose scope is rather limited. In particular, this consent gives you the right to communicate with your contacts, but on specific topics, usually closely related to the source of the consent or the means by which you obtained it. For example, imagine that you obtain an implied consent from two types of individuals: your customers (when they make a purchase), and the general public (when they request information). Although in both cases you have their implied consent, it's important to distinguish the source of the consent, so that you can target each group of contacts with the right messages.

Dialog Insight Contact allows you to create several types of implied consent, each with distinct acquisition criteria, enabling you to properly target the right contacts.

In this way, you could say that implied consents are similar to subscription fields. For a subscriber who has given express consent, multiple subscriptions fields show their preferences as to the content they prefer to receive. With implied consent, you can organize the multiple consents you obtain according to your own preferences, and then structure your messages based on the source of the consent.

Once you have defined your implied consents, you can import the dates of your inquiries or transactions, and then apply your business rules. You can import data into a contact's profile or into a relational table.



Rules for creating consents

The first step in using this module is to create a type of implied consent. You can do so in the “Add an implied consent” dialog box.

[Consents manager](#)

An implied consent, as opposed to a subscription, is a sending right granted indirectly following an action by the contact or an existing business relationship. These consents usually have a duration that's prescribed by law such as Canada's C-28 bill and are calculated from configurable rules (example: a 24 months consent following a purchase, or a 6 months consent following a product inquiry).

User		rename delete
Création	Enter a name for this implied consent. The name should be representative of a type of consent that you will use later to target your contacts. Examples: "Clients", "Members", etc.	edit delete
Conta		
• ac	Name - english <input type="text"/>	
• fo	Name - français <input type="text"/>	
• w		
désactiva	The code is used to create the associated field in the database.	edit delete
Conta	Code <input type="text"/>	
• ac		
• fo		
• w		

Implied consent ✕

Enter a name for this implied consent. The name should be representative of a type of consent that you will use later to target your contacts. Examples: "Clients", "Members", etc.

Name - english

Name - français

The code is used to create the associated field in the database.

Code

[Create](#) [Cancel](#)

Give this consent a name and assign it a code for the database.



Consent criteria

Once you have created a consent, you need to add the criteria that establish the consent.

- ✓ Name the criterion.
- ✓ Describe the criterion (optional).
- ✓ Set the time limit of the consent.
- ✓ Indicate the source of the consent by selecting a data table and a date field that show when the consent began.
- ✓ Restrict the sources of the consent, based on filter criteria (optional).

Once created, the criteria will be listed in the consent. Now you simply have to import your contacts into the project, and the right consents will be created automatically.

Newsletter
✕

Describe a criteria that defines an existing message sending consent based on a date recorded in the contact's profile or in a relational table. (As an example, 24 months after a purchase).

english
français

Criteria name

Description

When a contact is created, an implied consent is automatically assigned.

Calculate the consent

for a period of mois

without term (permanent)

From the date contained in the following field:

from The contact's profile

field User Activation Date

Also restrict on these additional criteria:

Openfield User is true ✕

Contact creation

When a contact is created, an implied consent is automatically assigned.

[edit](#) | [delete](#)

Contacts whose profile meets the following criteria:

- acquisition date on the field dtUserActivated
- for a period unlimited
- when f_OF_Utilisateur is true

In this window, you can now:

- ✓ Create additional consents.
- ✓ Add additional acquisition criteria to a consent.
- ✓ Assign a consent based on the type of message (see the following section for details).



Using consents

The two methods mentioned so far let you define consents and add criteria to describe them. This section shows you how to use this information to search, display and target your contacts, as well as how to add restrictions when configuring your mailings, so that only those contacts eligible to receive a given message will receive it.

Groups and searches

You can use these new data to search your contacts. In the search window, under “Advanced options,” a new “Based on behavior” section appears.

The available criteria allow you to search all types and statuses of consent.

Options avancées

- Avec une entrée dans la table relationnelle
- En erreur
- Selon les consentements

Consentement implicite

- Consentement implicite Oui Non
- Source du consentement
 - par le consentement Utilisateur ▼
 - pour un type de communication Infolettre (Dialog Insider) ▼
- Expire entre le 2014.02.25 [calendar] Et le : 2014.03.25 [calendar]
- Consentement implicite révoqué Oui Non

Abonnements

- Mise à jour de la compagnie Abonné Désabonné Sans état
- Invitation aux événement Abonné Désabonné Sans état
- Learning Academy (Accès) Abonné Désabonné Sans état
- Infolettre (Dialog Insider) Abonné Désabonné Sans état
- Mises à jour Openfield Abonné Désabonné Sans état
- Envois persos Abonné Désabonné Sans état

Édition d'un critère

Contact Concoures Sondages Activités Tables relationnelles Requêtes Conversion

Inclure Exclure les contacts ...

Profil **Statut** Messages Hyperliens Administratif

Selon les statuts suivants

- Statut d'envoi
 - Actif Inactif
- Courriel (syntaxe)
 - Valide Invalide
- En quarantaine
 - Oui Non

Selon les abonnements

- Mise à jour de la compagnie
- Invitation aux événement
- Learning Academy (Accès)
- Infolettre (Dialog Insider)
- Mises à jour Openfield
- Envois persos

Selon les consentements implicites

- Utilisateur et qui expirera d'ici [] jours

Ajouter Annuler

In the Group window, the corresponding criteria have been added under the “Status” tab in the Contacts section.



Communication types

The communication type is not simply a means of categorizing messages, but is also a complete tool to manage all your message types, the associated mailing permissions and any unsubscriptions resulting from these mailings.

The screenshot displays the 'Communication types' configuration page. On the left is a sidebar with a list of communication types: 'Message for Automatic Mailing', 'Company Updates' (highlighted), 'Openfield Updates', and 'DI Tests'. The main content area shows three expandable sections:

- Consents**: A section with a minus sign in the top right. It contains the text: 'Messages of this type will be sendable to contacts from whom you have at least one of the following consents:'. Below this, there are two columns: 'Opt-ins' and 'Company updates'. Under 'Opt-ins', it says 'Implied consents: User'. There are 'modify' and 'delete' links in the top right.
- Eligibility rules**: A section with a minus sign in the top right. It contains the text: 'By enabling this option, only contacts that meet the criteria will be eligible to receive this type of communication.' There are 'modify' and 'delete' links in the bottom right.
- Opt-outs**: A section with a minus sign in the top right. It contains the text: 'Contacts that opt-out from a message of this type will be affected the following way'. Below this are four sub-sections, each with 'modify' and 'delete' links:
 - On normal opt-out**: 'Opt-out from all subscriptions associated with this type and revoke implied consent.'
 - On partial opt-out**: 'Opt-out from all subscriptions selected by the contact and revoke implied consent.'
 - On full opt-out**: 'Opt-out from all subscriptions defined in the project and revoke implied consent.'
 - On spam complaint**: 'Deactivates the contact, unsubscribes from all of the project's subscriptions and revokes implied consent. Adds to the company's kill file.'

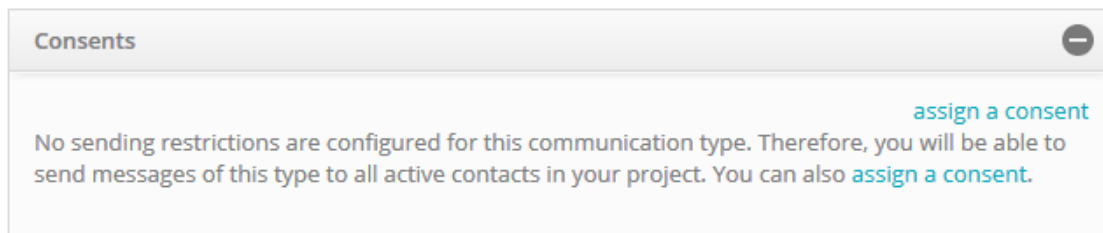


Consent Centre

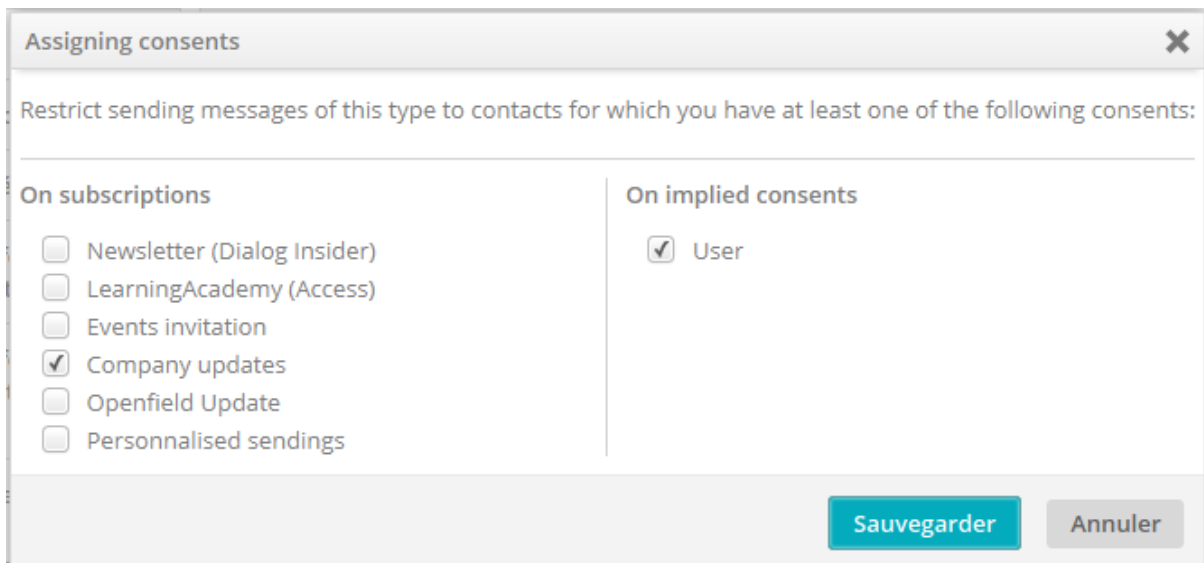
Assigning consents

Initially, a message type has no restrictions. With this status, you can send such messages to all the contacts in your project as long as they meet the minimum requirements (i.e. contacts must be active and not quarantined, and must not appear on the blacklist of your business or on any applicable unsubscribe list).

Once the previous modules have been activated, you can click the “Assign a consent” link to define the consents that a contact requires to be eligible to receive messages of this type.



Once assigned, the consents will be displayed in the communication type associated:



Mailing behaviour

When consent is assigned for a type of message, the behavior of mailings changes in consequence. In addition to the usual eligibility criteria listed above, certain requirements must be added so that a contact can receive a message of this type.

The behaviour varies according to the types of consent assigned:

- ✓ If you choose only subscriptions and the status of at least one of these is “subscribed,” then the contact is eligible to receive the message.
- ✓ If you choose only implied consents and you have at least one valid consent among them (unexpired and unrevoked), then the contact is eligible to receive the message.

In a case where subscriptions and consents are chosen, then the subscriptions always have priority over implied consents. This means that:

- ✓ If the status of at least one of these subscriptions is “subscribed,” then the contact is eligible to receive the message.
- ✓ If the status of all subscriptions is “unsubscribed,” then the contact is NOT eligible to receive the message.
- ✓ Otherwise, if no subscription has a status of “subscribed,” but not all are “unsubscribed” and some have no status, then the implied consents will be evaluated as indicated in the previous point.

The last case seems complex, but bear in mind that this is a special situation where one type of message can simultaneously be transmitted to people who have expressly subscribed to a certain type of message, or to people whose implied consent you have obtained. Your account manager will be happy to guide you in implementing these rules.



Group behaviour

Note that if you use implied or express consent, it's possible that the number of contacts in your group and the number of targeted contacts are not the same, because your group does not take the message type into account.

Added protection in case of error

Bill C-28 regulates clearly which messages are permitted or not, and imposes penalties in case of a complaint regarding an email that you send without permission. An error in managing your contacts could therefore prove costly.

Using these modules, along with assigning consents to your types of messages, offers additional protection that helps you ensure that you respect the wishes of your contacts as well as the legislation in force.

Contact

Canada: 1 866 529-6214

France: 01 84 88 40 66

Russia: +7 (495) 226-04-11

Email: info@dialoginsight.com

Website : www.dialoginsight.com

Blog: <http://www.dialoginsight.com/en/resources/academy>



@DialogInsight



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