Basics on eRobinson lists

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What is an eRobinson List?

An "eRobinson list" is a list of individuals who do not want to receive newsletters or other advertising via e-mail. Worldwide, you will find different eRobinson lists in various countries. Robinson lists may also apply to postal mail. The effectiveness of eRobinson lists is uncertain, because it depends on how the lists are used by the sender. An advertiser will save postage costs if some addresses are erased from the mailing lists. More importantly, they will receive fewer complaints about unwanted advertising, because in most cases those on eRobinson lists react more rigorously and faster to SPAM e-mails. Foreign advertisers will not have a great interest in using a German eRobinson list. But because most advertising e-mails come from the USA, it may be beneficial to make use of the American Direct Marketing Association (DMA) eRobinson List. This may be found at http://www.the-dma.org/consumer/optoutform_emps.shtml. [THIS COMES UP AS "FILE NOT FOUND" ON LINE.] All DMA members are obliged to delete from their databases any addresses that appear on the DMA's eRobinson list. Nevertheless, the fear that this list might be used for the opposite purpose — as a database for spam e-mails — cannot be completely removed. Those who maintain Robinson lists may enter some of their own e-mail addresses, to monitor use of the lists. Severe fines are imposed upon the senders for the misuse of Robinson lists.

What does this have to do with BACKCLICK?

An eRobinson list works by telling the system not to mail anything to the addresses included on the list. BACKCLICK lets you exclude certain e-mail addresses from mailings by entering them into the BACKCLICK eRobinson List.

On delivery of BACKCLICK, your BACKCLICK eRobinson list will be empty. You may enter e-mail addresses onto the list at will. These e-mail addresses are protected from receiving e-mails from the corresponding BACKCLICK installation. In addition, the profiles of the e-mail addresses will be COMPLETELY removed from the system!