

Permission Settings When Importing

When importing data either through a manually upload or FTP, you have the option to "Define Permission Settings" as part of the upload. This will change every contact's subscription permission details based on the selected settings.

Define Permission Settings: Yes No [?](#)

Add to subscription(s):

Updating permission information for multiple subscriptions will take longer to perform. Please keep in mind when waiting for list upload to complete.

Permissions to the selected subscription(s): [?](#)

Permission date changes: Only update if newer Change regardless of current date [?](#)

Permission ladder: Enable Disable Overwrite unsubscribes only [?](#)

Add to subscriptions - Select the subscription(s) you wish to set permissions for

Permissions to the selected subscription(s) - The permission setting you wish to give attempt to give all contacts in the list

This can be set at a record level by including a column in your file with the header **permission-level** and providing one of the following values: *double-optin*, *express*, *implied*, *implied-6mo*, *implied-2yr*, *unsubscribed*

Permission date changes

This setting identifies whether you want to only update the permission level and date if the date/time provided is newer or if you are confident the date you have is the correct one, you can change the level and date regardless.

It is HIGHLY recommended that you provide a date in the file using a column with the header **permission-date** that uses the date format **YYYY-MM-DD HH:MM:SS**. If no date is provided in the file, CONNECT will assume the current date/time and therefore all contact's date will be updated.

Permission ladder

CONNECT provides an easy to way to manage updating subscriber permissions to maintain compliance. The "Permission Ladder" is a failsafe that allows contacts to move up a theoretical

"ladder" of permissions but prevent them from coming down. The ladder order is as follows:

1. Unsubscribe
2. Double Opt-in
3. Express
4. Implied
5. Unassigned

“ Use Case

You are uploading a list of contact captures through a form that have given you implied consent to email to them. In the file are a few subscribers that already exist in your email program. If those subscribers have given you express permission through other means or have unsubscribed from your email program, you would not want their permission "downgraded" to implied even though that permission capture is newer. The ladder prevents the existing subscribers from being updated with the implied permission as they can't "step down the ladder" when it's enabled.

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