Unsubscribe Handling

Constant Contact Unsubscribe

If someone unsubscribes in Constant Contact:

```
Constant Contact
        ↓
15-minute reconciliation
        ↓
n8n detects permission change
        ↓
HighLevel custom fields updated
        ↓
HighLevel email DND enabled
```

No staff action should normally be required.

HighLevel Unsubscribe

If an unsubscribe originates in HighLevel, the integration should eventually send that unsubscribe to Constant Contact as well.

The intended rule is:

```
An unsubscribe in either system should result in the contact being non-marketable in both systems.
```

Resubscription

Resubscription should not occur merely because someone edits a CRM field or removes a tag.

An unsubscribed Constant Contact contact must go through the appropriate permission/resubscription process before marketing email resumes.

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