What Constant Contact Is Allowed to Update in HighLevel

Constant Contact should not overwrite general CRM profile information during the scheduled reconciliation.

For example, Constant Contact should not become authoritative for:

- first name,
- last name,
- phone,
- mailing address,
- membership information,
- FareHarbor information.

Those belong to HighLevel.

The Constant Contact reconciliation primarily updates:

```
Constant Contact Contact ID
Constant Contact Permission
Constant Contact Confirm Status
Constant Contact Opt-In Source
Constant Contact Opt-In Date
Constant Contact Opt-Out Source
Constant Contact Opt-Out Date
Constant Contact List IDs
Constant Contact Created At
Constant Contact Updated At
```

It may also update HighLevel's email DND state.

Page: Email DND Synchronization

Purpose

HighLevel must honor Constant Contact unsubscribe state.

The workflow maps Constant Contact email permission to HighLevel email DND.

Marketable States

The integration currently treats:

```
explicit
implicit
```

as marketable states.

HighLevel email DND is set to:

```
inactive
```

Non-Marketable States

States such as:

```
unsubscribed
pending_confirmation
temp_hold
```

```
not_set
```

result in email DND being set to:

```
active
```

This prevents HighLevel from sending marketing email to contacts that Constant Contact indicates should not currently receive it.

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