

# How do I add and manage my subscription options?

## **Please note:**

Adding your subscription options is important to ensure you remain GDPR compliant. The guest must opt-in to any marketing you may wish to send.

1. Go to **Admin > Subscription options**.
2. Click **Add new**.



Subscription options and privacy policy

Subscription options

ID	Name	Text	Type	Double Opt-In	Actions
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3. Enter a **Name** - This is will be used as a reference only (not seen by the guest).

Enter the **Text** - Enter the subscription question e.g. *Please send me special offers by email.*

Enter the **Type** - This is the method you will contact the guest.

## **What does Double opt-in mean?**

Ticking this box means that when a guest ticks to subscribe, they will be sent an email containing a validation link. Their consent for the subscription will not be allowed unless they click this link as well.

If you do not tick the Double opt-in field, the guest will be consenting to the subscription as soon as they tick the box on your online forms.

Add subscription option

Name:

Special offer email

Text:

Please send me special offers by email

Type:

Email

Double Opt-In:

☐

Save

Cancel

If you wish to use multiple methods to contact guests, you should set-up multiple subscription options by repeating this process.

## Where do my Subscription Options display?

On your website booking form they will display on the final page where your guest submits their booking. They will also display on the website enquiry form.

Other Information

Do you have any Dietary Requirements for Breakfast?  
  
Please let us know if you will require a vegetarian, dairy or gluten free breakfast?

Will you be bringing a dog?  
  
We are happy to accept 1-2 well behaved dogs (N.B. two male dogs, poultry and livestock live on site)

Payment Method

Select \*  
▼

Terms & Conditions

☐ I agree to the [Terms & Conditions of Booking and Privacy and Cookie Policy](#)

☐ Please send me news about Buittle Castle by email

COMPLETE BOOKING

## How can I manually subscribe a guest?

1. Go to **Database > Edit records**.
2. Search for your guest and click **Go**.
3. Click **Edit** against their name:

28	94581657	Baker, Mr Oliver	EH13 0LR		ADMIN		08 Feb 2018	1	Edit	New booking
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4. Scroll down and you will see your subscription options which you can tick and then click Save.

Email Address:	<input type="text"/>
Telephone:	<input type="text"/>
Alt phone:	<input type="text"/>
Mobile:	<input type="text"/>
<input type="checkbox"/> Please send me special offers by email	
Rating:	<input type="text" value="None"/>

## How do I remove a subscription option?

1. Go to **Admin > Subscription options**.
2. Next to the relevant subscription option, click **Disable**.
3. If you decide to re-activate this again in future, click the **Enable** button.

### Subscription options and privacy policy

Subscription options						<a href="#">+ Add New</a>
ID	Name	Text	Type	Double Opt-In	Actions	
7900	Further Information	You are allowed to send me emails	Email	Yes	<a href="#">Enable</a>	<a href="#">Edit</a>
7902	Special Offers	We would love to send you more information	Email	Yes	<a href="#">Disable</a>	<a href="#">Edit</a>

4. A pop-up will request confirmation that you want to enable the subscription option. Click **Confirm**.

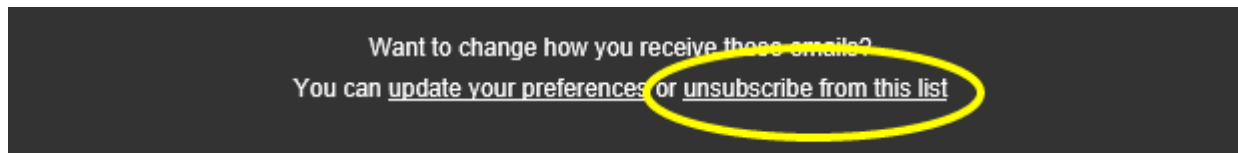
WARNING: If you edit a consent option or your privacy notice, it becomes a new agreement. To get your guests' consent to the new terms you have to ask them to subscribe again any time you make a change.

[Cancel](#)
[Confirm](#)

## How can guests unsubscribe from my emails?

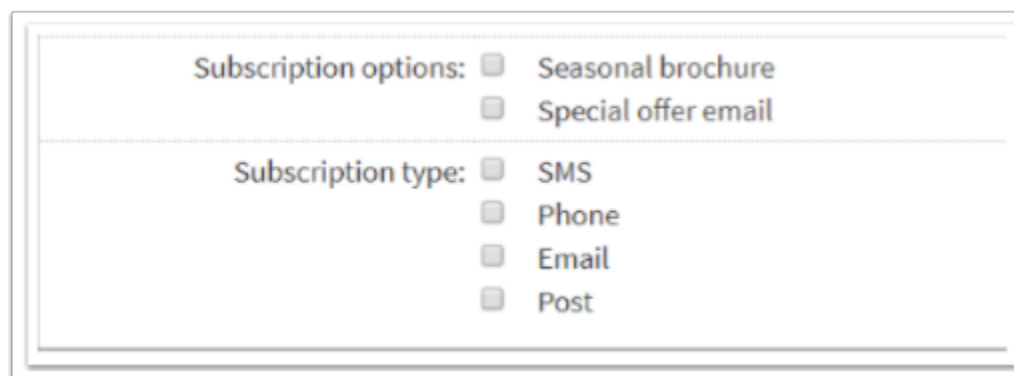
At the bottom of each email that is sent from MailChimp there is an “Unsubscribe” link. If a person clicks this they will be excluded from any future emails.

Always make sure you filter by “Subscribed = Yes” within SuperControl’s *Database > Filter*. This will exclude any non-subscribers from your mailing list.

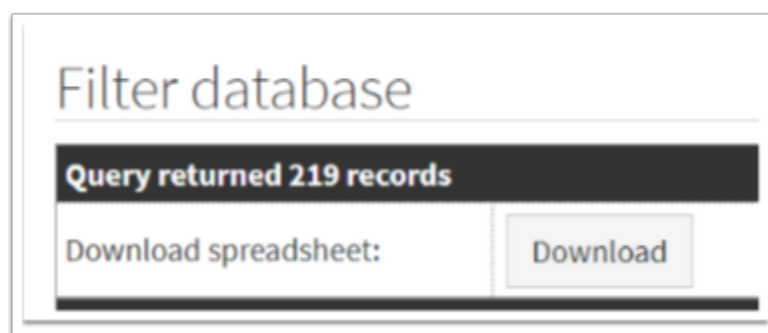


## How can I filter my database by subscription option?

1. Go to **Database > Filter**.
2. Scroll down to the bottom of the page and tick what subscription options to filter by:


A screenshot of a web form titled "Subscription options:". It contains two sections. The first section has two checkboxes: "Seasonal brochure" and "Special offer email". The second section is titled "Subscription type:" and has four checkboxes: "SMS", "Phone", "Email", and "Post".

3. Click **Filter**.
4. Click **Download**.

A screenshot of a web page titled "Filter database". Below the title is a black bar with the text "Query returned 219 records" in white. Below this bar is a white box with the text "Download spreadsheet:" and a "Download" button.

# Why are some of my subscription options locked?

If you're a member of Premier Cottages then you will have **locked** subscription options. This is because these options are provided by Premier Cottages and cannot be changed.

Type	Double Opt-In	Actions
Phone	No	 This item is locked and cannot be changed