

## One-Click Unsubscribe now mandatory

Since the new CSA Rules of Procedure came into effect on 1 July 2019, **One-Click Unsubscribe (RFC8058)** is now a mandatory CSA criteria for newsletters (see **Criteria 2.18, transition period ends on 01.10.2019**).

Senders are legally required to offer newsletter recipients a cost-neutral possibility to unsubscribe without requiring knowledge of log-in data. For a long time, this has been solved with unsubscribe links or buttons in the newsletter. The one-click unsubscribe link unsubscribes the recipient immediately from the newsletter. Making subscribers log in or additionally confirm the cancellation of subscription is not permitted.

### Main advantages of the new RFC:

Initially, this solves the problem of accidental unsubscriptions caused by anti-spam software. When this RFC is implemented, anti-spam software can check links without the undesirable side-effect of triggering the unsubscribe function.

With the new RFC, the possibility to unsubscribe always appears - completely regardless of the sender - in a unified manner for the recipient, in the same place in the email client - outside of the newsletter itself. This means that recipients can always reliably find the unsubscribe possibility, without needing to search through the newsletter.

The reputation of the sender is also protected long term, given that recipients often erroneously click the "spam" button when they want to unsubscribe - resulting in a higher spam click rate. High spam click rates, in turn, lead to long-term reputation - and the associated deliverability - problems with mailbox providers.

### What to watch out for in the implementation process:

The one-click unsubscribe link is not incorporated into the newsletter. Nothing changes in the newsletter itself, and the unsubscribe link or button does not change in its function.

To implement One-Click, it is necessary to have a further header in the email: List-Unsubscribe-Post: List-Unsubscribe=One-Click. Previously, the List-Unsubscribe needed to include an HTTP link which directs to a page where the recipient can unsubscribe. With one-click unsubscribe, this now needs to be an HTTPS link, so that the data can be transmitted in encrypted form.

When a recipient uses One-Click, the unsubscribe page will be retrieved with an HTTP POST request. This must immediately unsubscribe the recipient from the newsletter.

If the page is retrieved with an HTTP GET request, the recipient should not be immediately unsubscribed. In this way, an anti-virus software, for example, is prevented from unintentionally unsubscribing a subscriber.

One-Click Unsubscribe only relates to newsletters!

Transaction emails - like invoices or password-reset emails - do not require this header. Here, the List-Help-Header - which ideally directs customers to a page that explains why they cannot unsubscribe from these kinds of emails - should be used.