

## Options for mailing list subscriptions

### Web-frontend

**Registered users:** Versatile account management options, e.g. overview about available newsletters, mailing archive, personal settings.

**Unregistered users:** Un-/Subscribing using simple web-forms.

### Websites

- \* Subscribing and unsubscribing using forms on your website.
- \* Easy to integrate into existing websites.

### Within e-mails

- \* Subscribing to mailing lists based upon invitation mails (opt-in).
- \* Unsubscribing within newsletter mails (easy opt-out).

### Administration panel

- \* The administrator can add, modify and delete user accounts at any time.

**Other available options at the admin panel:**

- \* Moderation of subscriptions/unsubscriptions and user-initiated modifications.
- \* Customizing the user database with more fields.

## Security features preventing abuse and building trust

Methods below may be used in any combination

### Password protected accounts, blocking of undesired mail domains:

Logged in users must authenticate first before gaining access to their accounts.

Domains used in e-mail addresses (e.g. freemail service providers may be easily filtered out that way) and even entire IP ranges may be blocked for subscribing.

### (Double) Opt-in / Opt-out:

Subscriptions and unsubscriptions may be confirmed twice by the e-mail address owner. In this way, MailingStar meets all actual legal requirements - this helps you building trust to your users.

### Moderation (admin control):

Admin is able to approve or decline any user-initiated action like subscribing/unsubscribing or altering personal account details.

