

Opt In Permissions

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Data Permission can sometimes seem like a 'chicken and egg' situation, with the law saying you mustn't email until you get permission but you can't get permission without contacting them. We can make calls that gain agreement to send further marketing information and / or email newsletters hence overcoming the problem.

Once there is an existing relationship, so long as the contact is maintained & brand loyalty is build up, you are free to continue to market to them unless they specifically request you to cease. This is know as "[Opt Out](#)".