

Do not delete recipients. Unsubscribe them!

There are three scenarios for the recipient: You either want to *Remove from a group*, *Unsubscribe* or *Delete*.



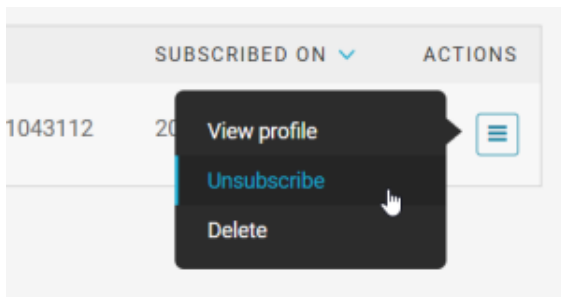
Unsubscribe, Delete, Remove

It is crucial to understand the differences among the following terms:

- **Remove:** Used to take out a recipient from a Group (s) only. The recipient's subscriber status does not change and still belongs to the List and all other groups to which it was assigned. To remove or add a recipient to a group go to the User Guide to [Add or Remove recipients to a group](#).
- **Unsubscribe:** Used to change a recipient's status from *Subscribed* to *Opted-out*. This affects the recipient's status only at the List level (not across multiple Lists). If a recipient is unsubscribed *from within a group*, it still remains in that group and all other groups to which it was assigned, but now holds the unsubscribed or status.
- **Delete:** Used to *permanently eliminate* the record at the List level. Therefore, if it is deleted at the Group level, it will be eliminated from all groups and the List (but not across multiple Lists.) *We strongly discourage deleting a recipient*, because if it is re-imported by error, there is no record if the recipient opted-out in the past, and it could mistakenly be sent messages. We recommend only changing the status to *Unsubscribed*.

To Delete or Unsubscribe

You will see the Delete or Unsubscribe option when clicking on a recipient either via a Global Search or from with a Group or List. (See above notes for definitions.)



To Remove recipient from groups

Click the *View profile* option and then click on the *Groups* tab. To change assignments, click "Manage group assignment".