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Automatic Refresh of Non-Compliant Data Extensions [1]

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To help minimize the potential for CAN-SPAM violations, eComm has the ability to automatically refresh data extensions that have been found to be non-compliant (i.e., not refreshed/imported before they are used in an email send). Non-compliant data extensions can be identified and run automatically via Automation Studio [3].

Communication with eComm Users in Non-Compliance

Despite setting Data Extensions to run automatically, the eComm specialist needs to facilitate a conversation with the eComm user who sent to the non-compliant data extension to correct the behavior moving forward. Items to discuss:

- Nature of CAN-SPAM [4] and consequences of violation [5]
- Why data extensions need to be refreshed, and instructions on how to do so [6]
- If the eComm user is utilizing the “Import Completion Settings” feature (screenshot below) for the non-compliant data extension, they will receive an email every evening when the automation runs.
    - If the email notifies them that the import has failed, there is no action required on their end, as the UIS team will address and resolve the error.
    - When it comes to managing these emails, eComm users can either remove their email from the “send notification email to” box or create an Outlook rule to route all notifications to a location other than their primary inbox



- *Reiterate that all data extensions should be refreshed before every send; the automation process is meant to serve as a backup and does NOT replace the need to manually refresh.*

Related Content

- Learn about CAN-SPAM [4]
- What if I violate CAN-SPAM? [5]
- How-to refresh Data Extensions [6]

- Campaigns, Reports & Data Extensions [7]

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