

New client/vendor Onboarding process to use the Global Unsubscribe Application

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Overview

The Global Unsubscribe application provides users the ability to unsubscribe from Adobe Marketing email communications. Applications like trials, Creative Cloud, newsletters etc send emails to customers with an unsubscribe link that directs them to the Global Unsubscribe page. The Global Unsubscribe application that was residing on the Dylan platform is on a decommission path due to legacy and security non-compliance. It is now migrated to the new AEM platform.

This document provides steps/process to be followed by any new client/vendor to onboard to the Global Unsubscribe Application.

Go URL implementation and AEM Unsubscribe page URL

The unsubscribe **Go URL** to be embedded/used in the email is : <https://www.adobe.com/go/unsubscribeme?type=<subscription type>&email=<email id>>

The above go url will redirect to the actual AEM unsubscribe URL : <https://www.adobe.com/unsubscribe.html?type=<subscription type>&email=<email id>>

Parameters Description

#	Parameter	Required	Description
1	email	Yes	The clear text email address <email id>
2	type	Yes	The type of unsubscribe <subscription type> . It can have one of the value from the below table.

Subscription Types Supported

#	Subscription Type	Message on the Unsubscribe page
1	macrupdates	<p>You are currently receiving Adobe email marketing communications as <email id>. Select an option and click the Submit button below to confirm your request:</p> <ul style="list-style-type: none">• Unsubscribe from Adobe email marketing communications.• Unsubscribe from Adobe email marketing communications and all newsletter subscriptions, such as Create. <p><i>Option 1 unsubscribes from subscription type macrupdates only.</i></p> <p><i>Option 2 unsubscribes from all the subscription types i.e., - macrupdates, fpcs5_notify, securityzone, devnet, k12, breeze, mobilendevise, survey, ira, flexbuilder3.</i></p>

2	fpcs5_notify	<p>You are currently receiving the Adobe Flash Professional CS5 subscription messages as <email id>. . Select an option and click the Submit button below to confirm your request:</p> <ul style="list-style-type: none"> • Unsubscribe from Adobe Flash Professional CS5 messages. • Unsubscribe from all subscription messages and all Adobe email marketing communications. <p><i>Option 1 unsubscribes from subscription type fpcs5_notify only.</i></p> <p><i>Option 2 unsubscribes from all the subscription types i.e., - macupdates, fpcs5_notify, securityzone, devnet, k12, breeze, mobilendevic, survey, ira, flexbuilder3.</i></p>
3	securityzone	<p>You are currently receiving the Adobe Security Zone subscription messages as <email id>. . Select an option and click the Submit button below to confirm your request:</p> <ul style="list-style-type: none"> • Unsubscribe from Adobe Security Zone messages. • Unsubscribe from all subscription messages and all Adobe email marketing communications. <p><i>Option 1 unsubscribes from subscription type securityzone only.</i></p> <p><i>Option 2 unsubscribes from all the subscription types i.e., - macupdates, fpcs5_notify, securityzone, devnet, k12, breeze, mobilendevic, survey, ira, flexbuilder3.</i></p>
4	devnet	<p>You are currently receiving the DevNet subscription messages as <email id>. . Select an option and click the Submit button below to confirm your request:</p> <ul style="list-style-type: none"> • Unsubscribe from the DevNet subscription messages. • Unsubscribe from all subscription messages and all Adobe email marketing communications. <p><i>Option 1 unsubscribes from subscription type devnet only.</i></p> <p><i>Option 2 unsubscribes from all the subscription types i.e., - macupdates, fpcs5_notify, securityzone, devnet, k12, breeze, mobilendevic, survey, ira, flexbuilder3.</i></p>
5	k12	<p>You are currently receiving the K-12 Education subscription messages as <email id>. . Select an option and click the Submit button below to confirm your request:</p> <ul style="list-style-type: none"> • Unsubscribe from the K12 Education messages. • Unsubscribe from all subscription messages and all Adobe email marketing communications. <p><i>Option 1 unsubscribes from subscription type k12 only.</i></p> <p><i>Option 2 unsubscribes from all the subscription types i.e., - macupdates, fpcs5_notify, securityzone, devnet, k12, breeze, mobilendevic, survey, ira, flexbuilder3.</i></p>
6	breeze	<p>You are currently receiving the Adobe Breeze subscription messages as <email id>. . Select an option and click the Submit button below to confirm your request:</p> <ul style="list-style-type: none"> • Unsubscribe from Adobe Breeze messages. • Unsubscribe from all subscription messages and all Adobe email marketing communications. <p><i>Option 1 unsubscribes from subscription type breeze only.</i></p> <p><i>Option 2 unsubscribes from all the subscription types i.e., - macupdates, fpcs5_notify, securityzone, devnet, k12, breeze, mobilendevic, survey, ira, flexbuilder3.</i></p>
7	mobilendevic	<p>You are currently receiving the Adobe Mobile and Devices subscription messages as <email id>. . Select an option and click the Submit button below to confirm your request:</p> <ul style="list-style-type: none"> • Unsubscribe from Adobe Mobile and Devices messages. • Unsubscribe from all subscription messages and all Adobe email marketing communications. <p><i>Option 1 unsubscribes from subscription type mobilendevic only.</i></p> <p><i>Option 2 unsubscribes from all the subscription types i.e., - macupdates, fpcs5_notify, securityzone, devnet, k12, breeze, mobilendevic, survey, ira, flexbuilder3.</i></p>
8	survey	<p>You are currently receiving the Adobe Survey subscription messages as <email id>. . Select an option and click the Submit button below to confirm your request:</p> <ul style="list-style-type: none"> • Unsubscribe from Adobe Survey messages. • Unsubscribe from all subscription messages and all Adobe email marketing communications. <p><i>Option 1 unsubscribes from subscription type survey only.</i></p> <p><i>Option 2 unsubscribes from all the subscription types i.e., - macupdates, fpcs5_notify, securityzone, devnet, k12, breeze, mobilendevic, survey, ira, flexbuilder3.</i></p>

9	ira	<p>You are currently receiving the Investor Relations Alert subscription messages as <email id>. . Select an option and click the Submit button below to confirm your request:</p> <ul style="list-style-type: none"> • Unsubscribe from Investor Relations Alert messages. • Unsubscribe from all subscription messages and all Adobe email marketing communications. <p><i>Option 1 unsubscribes from subscription type ira only.</i></p> <p><i>Option 2 unsubscribes from all the subscription types i.e., - macrupdates, fpcs5_notify, securityzone, devnet, k12, breeze, mobilendevce, survey, ira, flexbuilder3.</i></p>
10	flexbuilder3	<p>You are currently receiving the Adobe Flex Getting Started subscription messages as <email id>. . Select an option and click the Submit button below to confirm your request:</p> <ul style="list-style-type: none"> • Unsubscribe from Adobe Flex Getting Started messages. • Unsubscribe from all subscription messages and all Adobe email marketing communications. <p><i>Option 1 unsubscribes from subscription type flexbuilder3 only.</i></p> <p><i>Option 2 unsubscribes from all the subscription types i.e., - macrupdates, fpcs5_notify, securityzone, devnet, k12, breeze, mobilendevce, survey, ira, flexbuilder3.</i></p>

Localization Support

The Global unsubscribe page is built in AEM and it would detect the GeoCookie and serve the page based on the GeoCookie set. Hence, there is no need to pass locale parameter explicitly in the URL's.

UI of the Unsubscribe pages in AEM:

The Global Unsubscribe application has 2 pages - unsubscribe and confirmation page. Below is the look and feel of the new UI in AEM.

Unsubscribe Page:

https://www.adobe.com/unsubscribe.html?type=macrupdates&email=test@test.com&loc=en_us

Unsubscribe

Unsubscribe from Adobe communications

You are currently receiving Adobe email marketing communications as **test@test.com**.
Select an option and click the Submit button below to confirm your request:

☒ Unsubscribe from Adobe email marketing communications.

☐ Unsubscribe from Adobe email marketing communications and all newsletter subscriptions, such as Create.

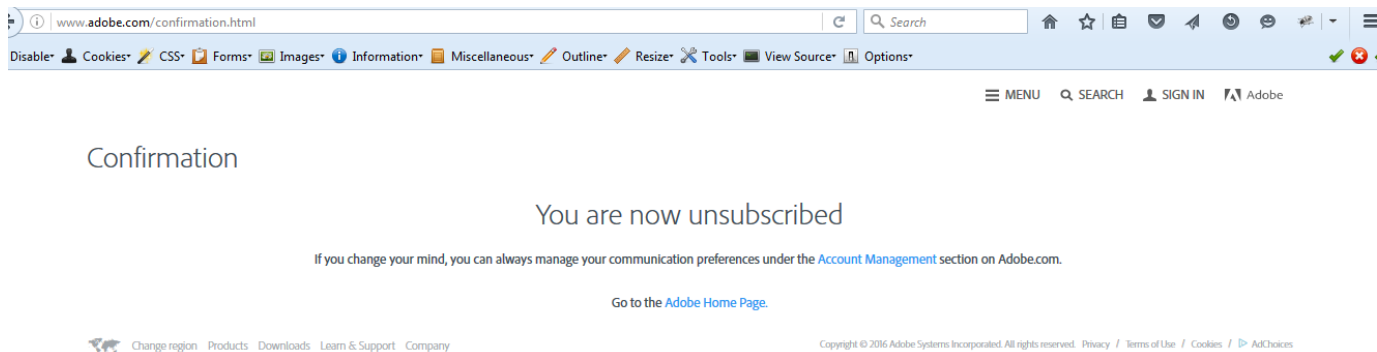
Submit

To resubscribe, [check your Adobe ID communication preferences >](#)

Change region Products Downloads Learn & Support Company

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Confirmation Page:



PGP Encryption and changes required in the Unsubscribe URL

Brief Summary

Historically, the Adobe unsubscribe form has accepted anonymous input from clients, making it potentially susceptible to attacks. To address this vulnerability, the unsubscribe form will only accept email addresses that have been cryptographically signed by the vendor who generated the unsubscribe link. PGP is an open standard that facilitates encryption and digital signatures. An important concept in PGP is that every user has a matching pair of keys -- one public and one private. The public key represents the unique identity of a PGP author and is safe to be distributed publicly. The private key is used to unlock encrypted data and to produce a digital fingerprint. Using PGP, an author can sign data in such a way that others can confirm that it matches a known public key.

Phase 2 targeted for June 30th 2016, will introduce PGP encryption where in the unsubscribe form will only accept email addresses that have been cryptographically signed by the vendor who generated the unsubscribe link. The vendor/client will have to append a token to the unsubscribe URL. The format of the URL would be:

Go URL to be embedded in email : **[https://www.adobe.com/go/unsubscribeme?type= <subscription type>&email=<email id>&token=<alphanumeric value generated>](https://www.adobe.com/go/unsubscribeme?type=<subscription type>&email=<email id>&token=<alphanumeric value generated>)**

The above go url would redirect to the actual AEM unsubscribe page : **[https://www.adobe.com/unsubscribe.html?type= <subscription type>&email=<email id>&token=<alphanumeric value generated>](https://www.adobe.com/unsubscribe.html?type=<subscription type>&email=<email id>&token=<alphanumeric value generated>)**

#	Parameter	Required	Description
1	email	Yes	The clear text email address <email id>
2	type	Yes	The type of unsubscription <subscription type> . It can have one of the value from the table in the section "Subscription Types Supported".
3	token	Yes	The PGP signed and base64 encoded email address <alphanumeric value generated> .

Steps to generate the token

PGP First Time Configuration: Token Providers

(Reference: [Adobe Unsubscribe Specification](#))

GnuPG is definitely the best open source tool to use at this point. You can download binary releases for Windows and Mac here: <https://www.gnupg.org/download/index.html>

If you are an unsubscribe token provider, you will need to generate new keys and share the public key with us.

- On Windows, open cmd and type **gpg2.exe --gen-key**
- On Mac, open terminal.app and type **gpg2 --full-gen-key**

Follow the interactive dialog and ensure that:

- Key size is 1024 bits
- No expiration on keys
- The real name should be the name of your company or organization within Adobe
- The email address represents the best contact for your organization
- The passphrase is secure and won't be forgotten

You can then export your public key using the following command, replacing the example values with the actual email address that you used while creating the key in the previous step:

- `gpg2 --export --armor -o "your-org-name.key" "email@example.com"`

Token creation consists of two operations:

- Use PGP sign to generate a binary cipher of the target email address
- Encode the binary cipher to an alphanumeric string using Base64
- Note: This operation can be done in advance and cached to a database to improve performance.

Sharing public key with Adobe

Once public key is generated, please share it with Adobe so our backend system can trust your tokens.

You can send the public key to the DL : **DL-share-unsubscribe-publickey**

Other References

Standalone Programs:

- GnuPG: Freeware implementation of the OpenPGP specification - <https://www.gnupg.org/>
- PGP: Symantec's commercial implementation - <https://www.symantec.com/>

Integration Libraries:

- Java - BouncyCastle: <https://www.bouncycastle.org/>
- PHP - Gnu Privacy Guard extension: <http://php.net/manual/en/book.gnupg.php>

Timelines / Important Dates

#	Phase/Task	Go live/Date	Comments/Notes
1	Phase 1: Cleartext support	May 26th 2016	
2	Phase 2: Token support	June 30th 2016	
3	Vendors/Client to share the public key with Adobe	July 8th 2016	
4	Vendors/Client onboarding to be completed	August 18th 2016	However, please note until October 18th 2016 , we will support both cleartext(without token) and encryption methods. Post that you will be mandated to use token in the unsubscribe URL.

SLA for adding the public key to our repository

The public key shared by vendor/client for token generation has to added to our repository. Adding a new public key can occur in below scenarios:

- First time client setup
- In case of compromise on the key and you want to change it
- In case of rotation of the key

SLA to complete adding new public key : 15 days

You can reach out to the DL : **DL-share-unsubscribe-publickey** to change/update the public key.

FAQs:

Q1. I want to start using the Global Unsubscribe application to unsubscribe from marketing emails. What should I do ?

A. Start embedding the Go URL mentioned in the above section "Go URL implementation and AEM Unsubscribe page URL" by choosing the subscription type from the table given. Once Phase 2 is live you will have to change the URL to have a token as an additional parameter. Refer section "PGP Encryption and changes required in the Unsubscribe URL" for more details.

Q2. Who is my point of contact for Global Unsubscribe application?

A. You can reach out to DL-UnsubscribeApp-Migration-Support <UnsubscribeApp-Migration-Support@adobe.com> for any queries on the Global unsubscribe application.

Q3. Where can i find the details of the customer/user who has unsubscribed?

A. You can find details of the customer/user unsubscribed in the MDPD table/Corp permissions table.

Q4. I have implemented encryption now, but what will happen to the email that I triggered until yesterday?

A. As per legal compliance(CAN-SPAM and OTA), any email's Unsubscribe link should be valid for 60 days, since the email was sent. Hence you need not worry about the emails triggered until now. They will be valid for 60 days since it was sent.

Q5. I'm sending the unsubscribe URL for a specific region like japan, what should be my Go URL?

A. The Global unsubscribe page is built in AEM and it would detect the GeoCookie and serve the page based on the GeoCookie set. Hence, there is no need to pass locale parameter explicitly in the URL's. Based on the user's region appropriate unsubscribe page will be shown. The Go URL for all the locales remain the same.

Q6. I do not intend to use global unsubscribe as provided by Adobe, what should I do ?

A. You can continue to have your own unsubscribe mechanism, but ensure to use a secure process to unsubscribe and make sure to send the data of customers who have unsubscribed to Adobe so that the data is synced with MDPD in the backend.

The process to do so is defined here: <https://wiki.corp.adobe.com/display/adobedotcom/Global+Unsubscribe+%3A+Process+to+consume+Vendor+file+into+Corp+Permissions+table>

Q7. I do not use Adobe Unsubscribe, but send the data (unsubscribe) to Adobe via secured File upload – does this change impacts me ?

A. No, this change does not impact you.

Q8. What is the Public / private key rotation policy ?

A. Vendors/Clients should own the responsibility of securing the keys, if however the keys are compromised, or gets expired – they need to inform / update Adobe with the new public keys before launching a new Campaign.

Q9. Why are we doing this change ? the earlier thing was working for me ?

A. Previously, email address was exposed in the URL making it vulnerable for security attacks. To avoid this vulnerability we are making the change of cryptographically signing the email.

Q10. We use Adobe Campaign, does it impact me ?

A. No, it does not impact you. However there are plans to integrate Adobe Campaign with Global Unsubscribe. Any change will be made seamless to the user.

Q11. How could we test the token generation, before sending out the email blasts with token included?

A. There are tools available in the market to test your generated token. You can probably use one of them. Some references:

For PGP token validation – refer - https://docs.oracle.com/cd/E55956_01/doc.11123/user_guide/content/encryption_pgp_dec.html

Tools - <https://www.igolder.com/pgp/decryption/> , <http://ianpurton.com/online-pgp/>