Retirement logic

Retirement – the procedure of removing an email or contact from mailing-eligible lists.

Email Retirement Logic

When an email is retired, it is removed from the active/semi-active pool (emails_status_active / emails_status), but still remains in the table emails_status_full.
When a retirement condition is triggered, the email remains in emails_status for another 100 days, as users still sometimes fetch information from it.

Email retirement occurs when:

OR the email belongs to an **inactive source** :
app_system.sources.extra not in (0,1) – indicates inactive sources

OR email dangerous:

- app_system.emails_status_***.dangerous = 1 — Role-based email addresses (starting with "hr", "sales", "marketing", etc.)
- app_system.emails_status_***.dangerous = 4 — Too many unsubscribes
- app_system.emails_status_***.dangerous = 5 — Global unsubscribe
- app_system.emails_status_***.dangerous = 6 — Manually banned
- app_system.emails_status_***.dangerous = 7 — Spamtrap
- app_system.emails_status_***.dangerous = 8 — Suppressed manually
- app_system.emails_status_***.dangerous = 9 — Sent 50 times without engagement
- 10
- 11

OR email valid:

- app_system.emails_status_***.valid = 0 — Hard bounce (HB)
- app_system.emails_status_***.valid = 4 — Suppressed (NWC – Not with Company)
- app_system.emails_status_***.valid = 6 — Emails from banned companies
- app_system.emails_status_***.valid = 9 — Syntax error

OR the email has soft-bounced 8 or more times (SB count ≥ 8)

Contact Retirement Logic

When a contact is retired, it is deleted from the "Contacts" table (but remains in the "Contacts Full" table).
Email Retirement is also triggered for all emails associated with this contact.

Contact retirement occurs when:

OR the contact is a **banned contact** :
app_system.contacts.dangerous != 0

OR the contact has no remaining emails in active or semi-active pools.