



Product Release Notes for ACTIVEWorks – September 6, 2023

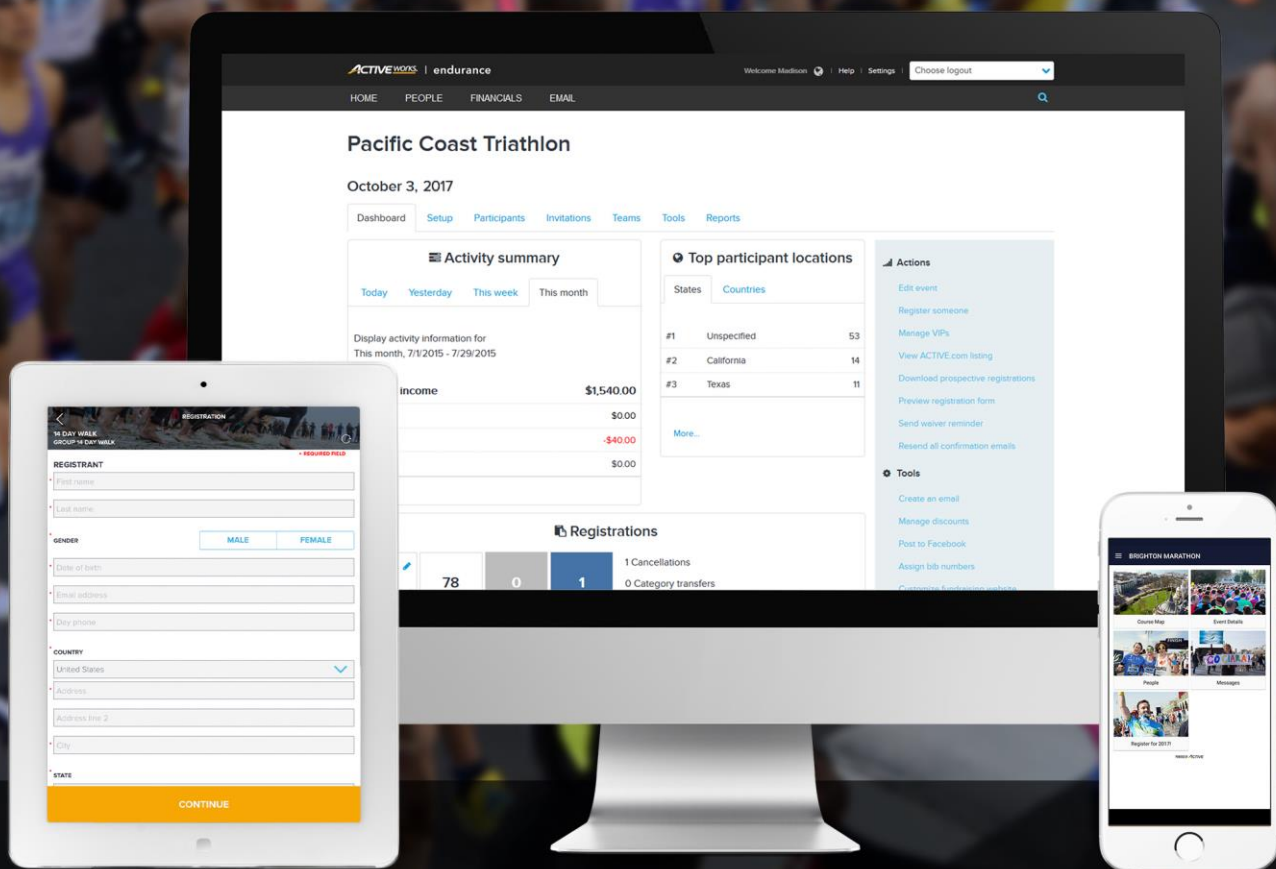


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EU/UK Organizations: Re-enabling abandoned cart emails

For EU and UK organizations, the abandoned shopping cart reminder email feature has been enhanced to comply with the General Data Protection Regulation (GDPR) and now only sends abandoned cart emails to your customers who are:

- Existing account holders who accepted ACTIVE Network's **Terms of Use** when creating their accounts.
- New registrants who accepted ACTIVE Network's **Terms of Use** when registering for an event.
 - **Note:** New registrants who have NOT accepted ACTIVE Network's **Terms of Use** will NOT be sent abandoned cart emails.

You can enable and configure the abandoned cart email feature as before in the **HOME** tab > **Your events** tab > an event > **Setup** tab > **Event setup** > **Emails sent out** link > **Abandoned cart** tab:

ACTIVEworks powerup Welcome As What's new! Help Settings Choose logout

HOME PEOPLE VOLUNTEER FINANCIALS EMAIL GLOBAL MERCHANDISE GLOBAL QUESTIONS RACE PASS DOCUMENT

Emails sent out

Reminder email

Sending reminders to consumers who abandon the checkout process or made express registration on mobile.

Abandoned cart

We recommend sending all three emails to have the most impact on your prospective registrants. Click on each email to view its content.

☒ 4 hours ☒ 48 hours ☒ 72 hours

☒ Show an opt-out option for participants to unsubscribe abandoned cart emails.

- Event setup
- Event details
- Restrictions and settings
- Registration categories
- Self-registration team setup
- MyEvents self-edit setup
- Form questions
- Giving
- Additional purchases
- Waivers
- Emails sent out**

After the abandoned cart email feature is enabled, during registration, your customers can see the following notice:



The screenshot shows the ACTIVE registration page. At the top is the ACTIVE logo and a language dropdown set to 'English (United States)'. Below this is a progress bar with three steps: 'SELECT CATEGORY', 'COMPLETE FORM' (highlighted in orange), and 'CHECKOUT'. The main heading is 'Registration'. A warning message states: 'You may lose your registration spot if your browser session is idle for more than 15 minutes.' Below this, a light blue box contains the text: 'You are providing your email address to facilitate the registration process. We may use it to email you if there are technical issues with the registration process. We will only process your personal data in accordance with our Privacy Policy. You may object to our use of your personal data by contacting us.' Underneath is a user selection area showing a checked account ending in '@activenetwork.com' with a 'Change account' link. The 'YOUR INFORMATION' section shows a profile for 'Jack Doe' with the same email address, a green 'COMPLETE' button, and an upward arrow.

Note: EU/UK customers who select the guest registration flow (without creating an account) or have NOT accepted ACTIVE Network's **Terms of Use** will NOT be sent abandoned cart emails.

Abandoned cart emails sent to all customers now include the following notice:

The screenshot shows an email template editor for 'Abandoned cart' emails. A 'Message' preview window is open, displaying the email content. The email has a header, a 'REGISTER NOW' button, and a footer with '[event director]', '[reply to email address]', and an 'Unsubscribe' link. A red box highlights a new notice at the bottom of the email body: 'You are receiving this email because you are an Active Network customer. We are emailing you to provide assistance with completing your transaction'. The editor interface includes a sidebar with settings like 'Reminder email' (set to 4 hours), 'Confirmation email', and 'Show an opt-out'.