

MD5 Hashed Suppression Lists: A Quick Guide to Use and Implementation

What is MD5?

MD5 is a one-way hashing algorithm that renders an email address useless for mailing by converting plain-text email addresses into 32 character hashes. MD5 is far more secure than plain-text email addresses – physical email addresses associated with individuals.

Why Use MD5?

MD5 is as a one-way hashing solution for suppression list distribution to protect the identity of consumers. Advertisers can use MD5 to obfuscate their suppression or “opt-out” lists before sending to third parties. Third parties then do the same to their mailing list and compare the MD5 hashes in their list against the MD5 hashes in the suppression file. If a match is found, the mailer removes the corresponding email address in their list.

MD5 cannot be “decrypted”, meaning an email address that is hashed, is only ever available as a hash. Therefore, no physical email addresses are compromised and consumer data is protected.

How Does an Affiliate Work with MD5?

1. You get a suppression list in MD5
2. You MD5 hash your own mailing list

3. You compare your list (the hashed one) with the suppression list
4. You remove the duplicates
5. You are left with a list of email addresses you can mail to

What Does UnsubCentral Provide?

UnsubCentral is a software-as-a service solution that helps email marketers comply with the federal CAN-SPAM Act. The law requires that if an advertiser is employing third parties to email their offer, they must provide those third party mailers with a "suppression list", also known as an unsubscribe or opt-out list. UnsubCentral is a centralized repository for suppression lists that allows clients to securely and automatically manage and distribute their suppression lists to their partners. UnsubCentral can also manage client's unsubscribe pages to allow for real-time collection of consumers' unsubscribe requests.

For Additional Information:

Visit us at www.unsubcentral.com

Or contact us: **1.800.589.0445** info@unsubcentral.com