

All emails designed in our email designer tool automatically have an opt-out (unsubscribe) link appended below the footer. This is not visible within the email tool, but will appear in both test emails and regular emails. This is what it says:

If you'd like to unsubscribe and stop receiving these emails [click here](#).

When a recipient clicks the link it will **1-click unsubscribe** the recipient's email address.

If an email is forwarded and the 2nd person clicks the opt-out link, the original recipient's email address will be unsubscribed.

Note: Opt-out = unsubscribe. We often use these two words interchangeably, as they mean the same thing.