How are unsubscribes handled?

The software will automatically add an unsubscribe link to any email that goes out if it does not detect one in the email. You can add an unsubscribe link easily in the edtor. When a person unsubscribes, they are marked as inactive, but are not deleted. This will prevent them from being re-added accidentally.

https://support.lexiconn.com/kb/questions/142/