**Deleting Mailchimp code from the html (if you are loading the full html file to your CRM)**

There are 3 Mailchimp tags you need to remove once you have loaded the html (it’s easy to do using the ‘Find’ function):

\*|MC:SUBJECT|\*

\*|MC\_PREVIEW\_TEXT|\* (this appears twice)

Otherwise these will appear as code in the email and look strange.

**Removing or replacing the footer**

It is a GDPR requirement to include certain information in the footer of any email you send that includes European contacts:

* Your company's registered name and number
* Your place of registration and your registered office address (example: Green Organisation Ltd is a company registered in England and Wales. Registered number: 5464771. Registered office: Green House, 21 Bloom Street, London, WC1 1AA)
* A link to the company privacy policy
* A link to unsubscribe

The code that contains the footer (in the newsletter) is as follows and should be replaced with your own footer:

<table align="left" border="0" cellpadding="0" cellspacing="0" style="max-width:100%; min-width:100%;" width="100%" class="mcnTextContentContainer">

<tbody><tr>

<td valign="top" class="mcnTextContent" style="padding: 0px 18px 9px;color: #000305;font-family: &quot;Open Sans&quot;, &quot;Helvetica Neue&quot;, Helvetica, Arial, sans-serif;font-size: 9px;line-height: 125%;">

<em>Copyright © \*|CURRENT\_YEAR|\* \*|LIST:COMPANY|\*, All rights reserved.</em><br>

\*|IFNOT:ARCHIVE\_PAGE|\* \*|LIST:DESCRIPTION|\*<br>

<br>

<strong>Our mailing address is:</strong><br>

\*|HTML:LIST\_ADDRESS\_HTML|\* \*|END:IF|\*<br>

<br>

Want to change how you receive these emails?&nbsp;You can <a href="\*|UPDATE\_PROFILE|\*">update your preferences</a> or <a href="\*|UNSUB|\*">unsubscribe from this list</a>.&nbsp;You can access our Privacy Notice <a href="https://www.pearson.com/corporate/privacy-notice.html" target="\_blank">here</a>.<br><br>Visit the Pearson Test of English website <a href="https://qualifications.pearson.com/en/qualifications/pearson-test-of-english.html" target="\_blank">here</a>.<br>

<br>

\*|IF:REWARDS|\* \*|HTML:REWARDS|\* \*|END:IF|\*

</td>

</tr>

</tbody></table>

<!--[if mso]>

</td>

<![endif]-->

<!--[if mso]>

</tr>

</table>

<![endif]-->

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</tbody>

</table></td>