



## FAQ about the MEA Tool

### **I used the MEA Tool and noticed that clients I am frequently in contact with are listed as 'ineligible', what does that mean?**

Ineligible means the contact has officially 'opted out' of Deloitte marketing communications (including event invitations) via their Deloitte.com profile. Sending to an ineligible contact is not permitted, per our regulatory obligations. To remedy, the contact would need to log-in to their Deloitte.com profile to change their consent to 'opt in'. Please speak to a member of the [Data Integrity Team](#) if you have further questions.

### **What if my client has opted out from receiving communications but now would like someone from Deloitte to opt them back in to receiving communications?**

Due to privacy guidelines, opting clients into communications on their behalf is not permitted. Please provide your client with this convenient link <https://my.deloitte.com/> and ask them to opt themselves back in.

### **Is a personal OFT invite considered a marketing communication?**

The message must have personal copy/content in order to adhere to privacy guidelines. Invites may not merely be forwarded as provided. Sending or forwarding Marketing Emails to a large group of recipients is considered a marketing campaign and that list would need to be cleansed through the MEA tool.