Request For No Mail Solicitation
Mohegan Sun Marketing Policy

Electronic Mail Marketing is an integral component of the Mohegan Sun overall marketing strategy. It is convenient, timely, environmentally sound, colorful, easy to manage and often preferred by our patrons. While it is sometimes merely informative, it is often a solicitation. Mohegan Sun recognizes that such solicitations can sometimes be considered an unwelcome annoyance or worse, particularly for patrons with gambling-related problems.

With every emailing, every patron is offered the opportunity to opt out of email. When a patron elects to opt out two processes occur:

- The Master Player’s Club list is updated electronically and automatically. From that moment on, this patron’s account is suppressed in the database and will not be included in any future email communications.

- When an database audience is compiled for a marketing email, that specific audience is then scrubbed against the electronic listing of all opt-out requests that have been received and entered into the casino computer system. Matches that may occur in this scrubbing processes acts as a fail-safe to ensure that patrons who have opted out do not receive an email.

In addition to the email opt-out described above, patrons can, at any time visit the Players Club Desk or call the Players Club hotline to request “no mail.” This request is immediately entered into the casino computer system and the patron account is automatically and electronically added to listing of all opt-out requests. Similar to the process noted in email above, when an audience is compiled for a postal mailing, that specific audience is scrubbed against the electronic listing of opt-outs as a failsafe to protect against mailing to opt-out patrons.
If you are having trouble viewing this email, click here.

THANK YOU FOR JOINING THE MOHEGAN SUN PLAYER’S CLUB!
Where you get rewarded for having fun.

Welcome to Mohegan Sun!
Your world at play is right at your fingertips. Discover how to earn and redeem points, access exclusive promotions and use your personalized mymohegansun.com website to take charge of your Player’s Club account.
To ensure delivery to your inbox (not bulk or junk mail folders) please add mohegansun@e.mohegansun.com to your address book.

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