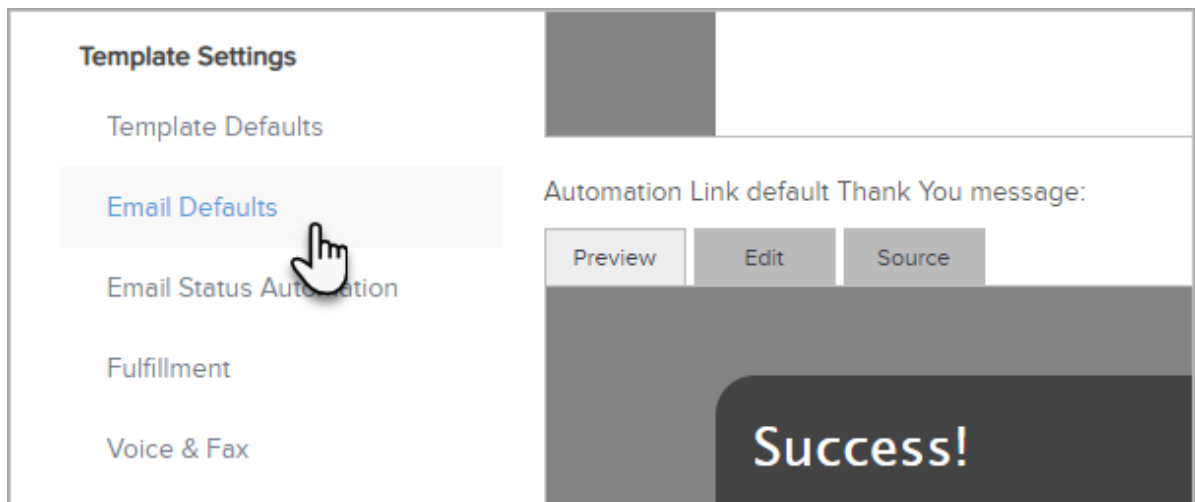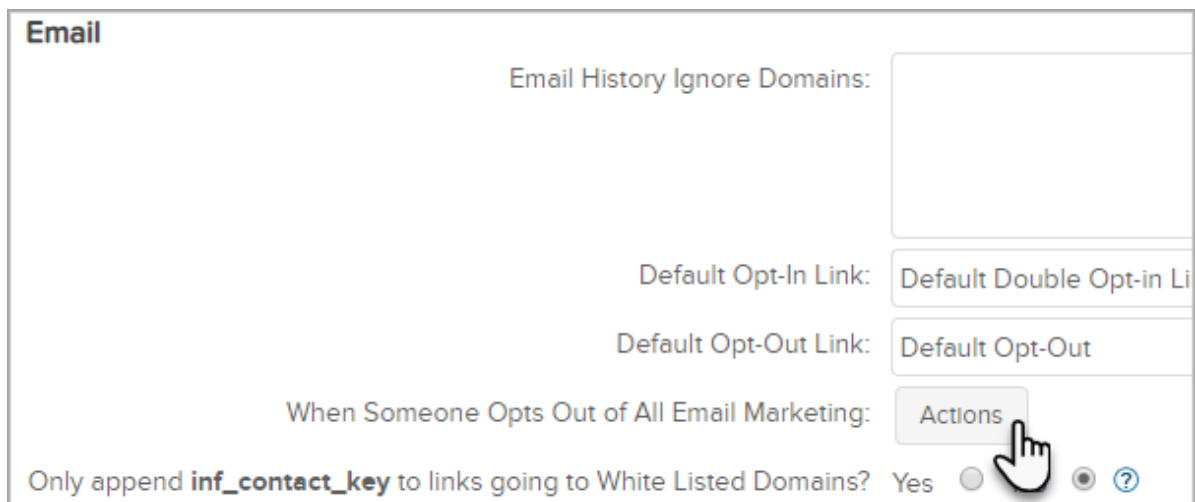# Apply action when customer opts out of all email marketing 🔗

Whenever a customer opts out receiving your marketing emails, you can apply actions to that contact. This is useful if you want to set up a tag on opted-out contacts and alert a user to delete those tagged contacts from your database.

1. Go to **Marketing > Settings**
2. Click **Email Defaults** under Template Settings

3. Click **Actions**

4. Select the action from the drop-down list
5.

6. Configure the action
7. Click **Save**