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## How do people who have opted out/unsubscribed get added back in?

Sam Pelton - 2026-05-25 - [Comments \(0\)](#) - [Contacts](#)

If someone opts out/unsubscribes they can be added back in by texting the word UNSTOP or RESUME into your account's dedicated phone number. (This would be the same phone number to which they replied STOP previously in order to unsubscribe.)

Note that some carriers accept UNSTOP while others accept RESUME, so your subscriber may need to try both words.

Unsubscribed phone numbers are not able to be added back into your subscriber database until they have sent in the word UNSTOP/RESUME as described.