



# **User Guide - IEEE List Validator Tool**

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Version 1.0  
17 September 2021

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## IEEE List Validator Purpose

In three easy steps, the IEEE List Validator helps you to honor recipient communication preferences.

If you have any questions or concerns about compliance, you encounter any issues while using the List Validator, or you need assistance, please reach out to the contacts below:

- **Volunteers:** Call the IEEE Contact Center +1-800-678-4333 (USA and Canada) +1-732-981-0060 (Worldwide), or send an email to [listvalidator@ieee.org](mailto:listvalidator@ieee.org)
- **IEEE Staff:** Send an email to [list-management@ieee.org](mailto:list-management@ieee.org)

## Examples of Acceptable Mailing Lists

- **Conferences and Events:** Attendees may be sent emails about a particular event they attended, future instances on the same topic, calls for papers and event reminders.
- **Societies:** Society members may be sent emails about Society-specific information, meeting notices, elections and newsletters.
- **Regions, geographic councils, Sections, Chapters, Affinity Groups, Student Branches and Student Branch Chapters:** Members may be sent emails about local events, announcements and newsletters. Please note that the use of [vTools.eNotice](#) is strongly encouraged for these types of regional/geographic communications.

## Important Reminders

- Google Drive is required for the use of the List Validator tool. It is recommended to use your IEEE Google account. If you are unable to use an IEEE Google Account, please contact [listvalidator@ieee.org](mailto:listvalidator@ieee.org) to make accommodations.
- You may only use the validated email list **one time** for its intended purpose. Once the list has been used, it must be permanently deleted from your drive.
- The email being sent to the validated list must have an unsubscribe function and a welcome/confirmation message for new subscribers.
- The List Validator application has a processing limit of 50,000 rows. If your source list is larger than this, create multiple files as needed.

## Process Overview

**Step 1:** Prepare a CSV file.

**Step 2:** Upload your CSV file to the List Validator.

**Step 3:** Retrieve your Validated List from Google Drive.

**Optional Step 4:** *Do a happy dance!* You are in possession of an email list you can use with confidence.

## STEP 1: Prepare a CSV File

### What is a CSV file?

A comma separated value (CSV) file is a type of delimited, line-oriented text file. Each line represents one record, and each record contains one or more fields separated by commas. The fields are enclosed in double quotes.

There is no official standard for how a CSV file should be formatted, and applications have different expectations about producing and consuming them. This documentation describes how to create a compatible CSV file for the List Validator.

### What format should your CSV file be?

The List Validator has two requirements for structuring your CSV file:

1. You MUST include a header row.
2. The first column MUST contain the email addresses you want validated.

|   | A                     | B   | C | D |
|---|-----------------------|---|---|---|
| 1 | Email Address         | this entire row will be ignored by List Validator |   |   |
| 2 | XYZ@email.com         |   |   |   |
| 3 | ABC@email.com         | information in other columns other than the       |   |   |
| 4 | 123@domain.com        | first will be ignored by List Validator           |   |   |
| 5 | 456@listvalidator.org |   |   |   |
| 6 |                       |   |   |   |

While your CSV file may contain many columns, as long as the first row is a header row and the first column contains only email addresses, the List Validator will accept it.

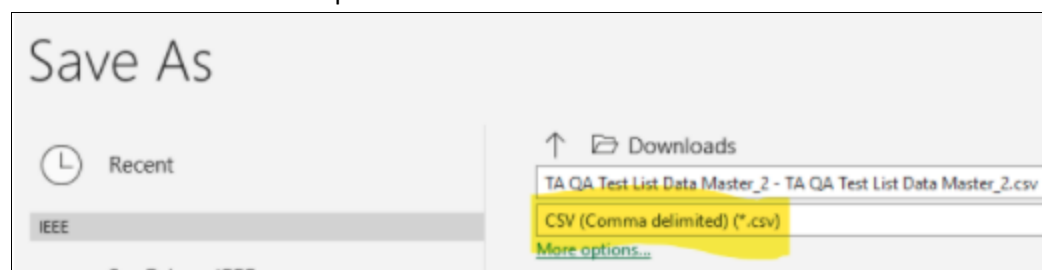
The other optional columns may be labelled with a header of your choice. Typical uses for these optional columns are “First Name,” “Last Name,” etc.

Note that regardless of your header labels, the returned results will use headers: email address, first name, last name, company affiliation; the data rows will be returned exactly as presented (verbatim) regardless of discrepancies between the original and the modified headers. There will also be a message indicating the number of records processed. Columns E and beyond will be removed. If your email sending process requires columns other than the email address column, you will want to add those back after retrieving the output file.

|   | A  | B          | C         |                     |
|---|--|------------|-----------|---------------------|
| 1 | 25 records out of 25 matched the selection criteria - 13-Aug-2021 12:51:05 |            |           |                     |
| 2 | Email Address  | First Name | Last Name | Company Affiliation |
| 3 | 16303100@domain.com  | John       | Smith     | ABC Corp            |

### Simple CSV file creation using Excel

You may create your CSV file in Excel by following the formatting requirements, and then using the “Save As” feature to save the completed list in CSV format.



## The Header Row

In a CSV file, a header row occupies the first row in the file. Its purpose is to give each column a descriptive name. The List Validator expects your CSV file to include a header row.

## The Email Address Column

The first column of your CSV file must contain the email addresses you want validated. Whether your CSV file contains one column or ten columns, as long as the first column contains email addresses the format is acceptable.

### Examples

Here is an example of the minimum information the List Validator will accept:

"Email"

"bob@example.com"

|   | A  | B |
|---|--|---|
| 1 | Email  |   |
| 2 | <a href="mailto:bob@example.com">bob@example.com</a> |   |
| 3 |  |   |
| 4 |  |   |

This CSV consists of one header row and one data row. It only has one column.

A slightly more detailed CSV file:

"Email Address","First Name","Favorite Ice Cream"

"bob@example.com","Bob","Pistacio Pickle"

"alice@example.com","Alice","Garlic Chunk"

"charlie@example.com","Charlie","Unflavored"

|   | A  | B          | C                  |
|---|--|------------|--------------------|
| 1 | Email Address  | First Name | Favorite Ice Cream |
| 2 | <a href="mailto:bob@example.com">bob@example.com</a>         | Bob        | Pistacio Pickle    |
| 3 | <a href="mailto:alice@example.com">alice@example.com</a>     | Alice      | Garlic Chunk       |
| 4 | <a href="mailto:charlie@example.com">charlie@example.com</a> | Charlie    | Unflavored         |

This CSV file has three columns: An email address column, a name column and a favorite ice cream column. Note how the fields are surrounded by double quotes and separated by commas.

## A Note About Quotes

If you start with a Microsoft Excel file and export it as one of the CSV formats, your file will not contain double quotes. This is an acceptable format.

For example:

Email Address,First Name,Favorite Ice Cream  
bob@example.com,Bob,Pistacio Pickle  
alice@example.com,Alice,Garlic Chunk  
charlie@example.com,Charlie,Unflavored

|   | A                   | B          | C                  |  |
|---|---------------------|------------|--------------------|--|
| 1 | Email Address       | First Name | Favorite Ice Cream |  |
| 2 | bob@example.com     | Bob        | Pistacio Pickle    |  |
| 3 | alice@example.com   | Alice      | Garlic Chunk       |  |
| 4 | charlie@example.com | Charlie    | Unflavored         |  |

If you are creating a CSV file by hand or writing a program to output a CSV file, we suggest you refer to [RFC 4180](#) [1]. While no standard for the CSV file format exists, RFC 4180 attempts to codify and describe the most common and compatible ways to construct one.

## STEP 2: UPLOAD CSV FILE FOR VALIDATION

### List Validator Main Page

The List Validator is a web application. You access it using your browser at:

<https://www.ieee.org/ieee-listvalidator>

### List Validator Consent

Before beginning the validation process, you must consent to use your [Google Drive](#) account for storing the results of validation. You cannot use the List Validator without granting this consent.

**IEEE**

## IEEE List Validator

In three easy steps, the IEEE List Validator helps you comply with the IEEE Privacy Policy regarding communications.

Upload your list of potential email contacts and the Validator will produce a list of email addresses vetted against each contact's stated communication preferences.

Step 1 Prepare a CSV File

Step 2 Upload Your File to the List Validator

Step 3 Retrieve Your Validated List from Google Drive

You must have a valid Google Account since list validation results are delivered via a Google Drive attachment.

You must grant Google Drive access permission below for the List Validator to provide the results file.

☐ I agree to store the results file on my Google Drive

[Continue to List Validator](#)

Upon checking the box labeled "I agree..." and clicking "Continue to List Validator" you will be brought to the List Validator Submission Form.

**NOTE:** Volunteers and Staff will have different views in the List Validator Tool. Staff should skip ahead to the [STAFF SECTION](#), while Volunteers can start at the **VOLUNTEER SECTION** below.

## VOLUNTEER SECTION

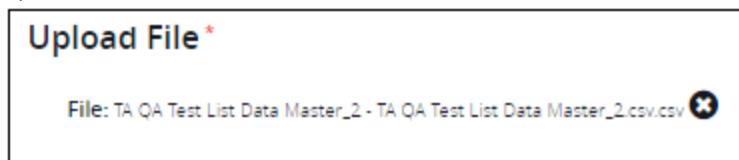
### Validator Submission Form

#### Section 1: File Selection and Upload

The file upload step, where you present your CSV file to the List Validator, is mandatory.



Click the "Upload File" icon to select a CSV file from your computer. When your file is successfully uploaded to the List Validator, the form will look like this:



#### Section 2: List Purpose

This section is required to record the purpose of the list you are presenting for validation. It consists of the following information:

- How will this list be used?
- Name of the individual who will be using this list.
- Email address of the individual who will be using this list.
- Country from which this list will be used.
- What day will the list be used?

A form titled "Purpose of List Use" with a "Learn more" link. It contains five rows of input fields. The first row is "How will this list be used?" with a text box containing "This list will be used to inform, invite...". The second row is "Name of the individual who will be using this list." with a text box containing "John Smith". The third row is "Email address of the individual who will be using this list." with a text box containing "jsmith@gmail.com". The fourth row is "Country from which this list will be used." with a text box containing "United States". The fifth row is "What day will the list be used?" with a date picker showing "4/22/2021" and a calendar icon.

The information in this section will be stored in a log for future review if necessary.

### Section 3: Purpose of Distribution

Use this section to indicate your reason for contacting the individuals on your list. The option you select will affect the options available in the next section.

**Purpose of Distribution \***[Learn more](#)

*Note: Individuals who have indicated that they no longer wish to be contacted will be removed from all lists.*

- ☐ I plan to communicate with individuals about IEEE-related activities within my Region, Section, Chapter, Affinity Group, Student Branch. Please note that use of eNotice is strongly encouraged for these communications.
- ☐ I plan to communicate with individuals about a Conference.
- ☐ I plan to communicate with Society members about Society-specific information (e.g., meeting notices, elections, and newsletters). My list contains only individuals that are active in my Society.
- ☐ I plan to communicate with current and potential participants about standards development activities or standards-related activities.

### Section 4: List Description/Disposition/Declaration

If you selected Purpose #1 or #2 in Section 3, you must indicate whether the individuals on your list have participated in an approved activity within the past two years or outside of the past two years. These options will only become active if you selected Purpose #1 or Purpose #2.

**Describe Your Uploaded File**[Learn more](#)

- ☐ Only those who have participated in the same activity within the past two years (this includes attending an event, volunteering, etc.).
- ☐ Only those who have not participated in the same activity within the past two years (this includes attending an event, volunteering, etc.).

If you selected Purpose #3 or Purpose #4 in the Section 3, this step is not required, and the form fields will be inactive (grayed out).

**To complete the process, skip ahead to [Section 5](#).**

**-END VOLUNTEER SECTION-**

## STAFF SECTION

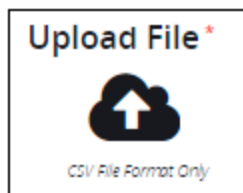
### Validator Submission Form

The Validator Submission form consists of one mandatory and several optional fields.

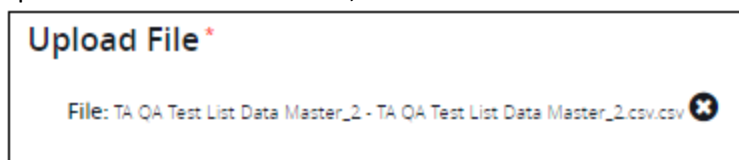


## Section 1: File Selection and Upload

The file upload step, where you present your CSV file to the List Validator, is mandatory.



Click the "Upload File" icon to select a CSV file from your computer. When your file is successfully uploaded to the List Validator, the form will look like this:



## Section 2: List Purpose

This section is required to record the purpose of the list you are presenting for validation. It consists of the following information:

- How will this list be used?
- Name of the individual who will be using this list.

- Email address of the individual who will be using this list.
- Country from which this list will be used.
- What day will the list be used?

The information in this section will be stored in a log for future review if necessary.

### Section 3: Opt-In Selection

This section allows you to filter and then select a specific opt-in. The following is an example of how/why this would be used.

A list of people who opted in to learn more about IEEE *Xplore* and Related Products Webinars and Events was extracted from the landing page a week ago. An email outreach is planned to launch tomorrow. Today, a staff member will use List Validator to make sure that the names still are valid (unless someone retracted their opt-in) and that none of them have asked to not be contacted.

**Filter your Opt-In Subscription Selections by Organizational Unit**

☐ MSD

**Select the Opt-In Subscription List**

*Only individuals that have opted into the subscription you select will be returned in the final list*

Select a Subscription

- IEEE Xplore and Related Products Webinars and Events
- IEEE Xplore and Related Products Newsletter

Click the 'x' to remove the All tile at which point a drop-down menu will appear allowing you to pick an IEEE Organizational Unit (OU), thereby limiting the number of opt-ins that will appear.

#### Section 4: Exclusions

This section allows you to further tailor the returned list to exclude email addresses fulfilling certain criteria:

- Exclude those who did not accept IEEE Privacy Policy
  - This can be used when working with a list of contacts who have already accepted the IEEE Privacy Policy but for some reason that acceptance is not reflected in the Gigya database.
- Exclude those who opted out from local email
  - Local mail refers to eNotice and is not necessarily related to geographic proximity.
- Exclude those who opted out from member surveys
- Exclude those who opted out from approved third-party communications
- Exclude those who opted out from member-related communications
- Exclude those who opted out from postal/printed mail

**Select All Exclusions That Apply** [Learn more](#)

- ☐ Exclude those who did not accept IEEE Privacy Policy
- ☐ Exclude those who opted out from Local email
- ☐ Exclude those who opted out of member surveys
- ☐ Exclude those who opted out of approved third party communications
- ☐ Exclude those who opted out of member related communications
- ☐ Exclude those who opted out from postal mail

**-END STAFF SECTION-**

#### Section 5: Submitting Your List

After uploading your CSV file and filling out any necessary optional fields, you may submit your file to the List Validator. You will be redirected to a confirmation page.

### STEP 3: Retrieve Your Validated List from Google Drive

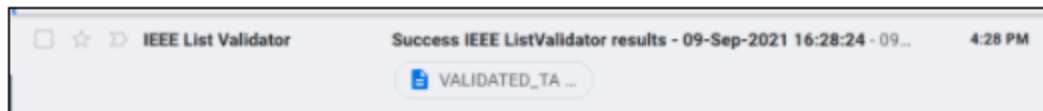
You will see the following message after successfully submitting your list to the validator:

**Your file was received!**

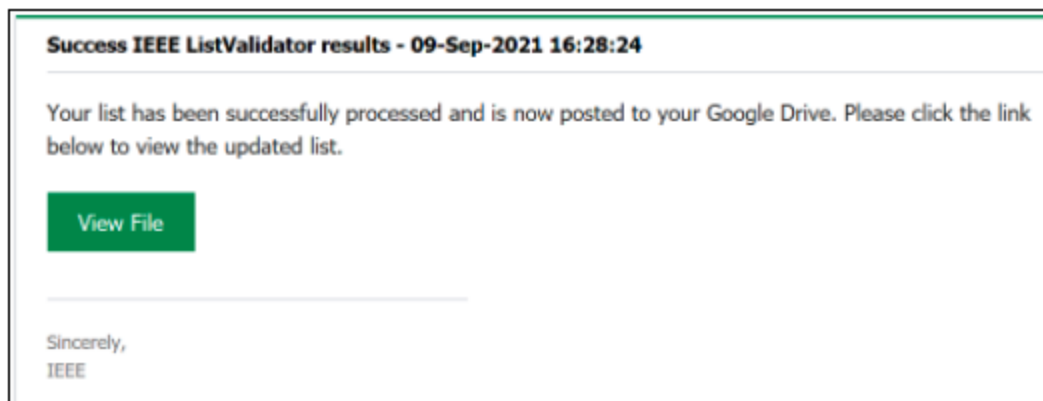
Check your inbox for an email with a link to download the mailing list from your Google Drive.

#### Accessing Your List

Soon after getting this message, you should see an automated message sent to your Gmail inbox.



Open that email:



Click **View File** to open the returned spreadsheet in Google Sheets which will contain only the email address rows that met the selected criteria. Note that the file name will be the same as your original file with the word *Validated* appended to the start of the file name.

If needed, you can save the file in any format available from Google Sheets.

If you have more CSV files to validate, return to the Main List Validator Page. Continue from Section 2, starting with accepting the terms of use -- this must be done each time you upload a list to the Validator. Proceed to the submission form, upload your file and supply the optional information if applicable. You can repeat this process as many times as necessary.

**Reminder:** Once the list has been used, it must be deleted. **All lists are for one-time use only.** To the extent possible, keep the list on your Google Drive and avoid emailing it as email is not a secure means of data transmission.

## References

[1] RFC 4180, Common Format and MIME Type for Comma-Separated Values (CSV) Files (<https://datatracker.ietf.org/doc/html/rfc4180>).