

# Compliance-Friendly Recordkeeping

Your MarketingCentral Communications Are Now Retained Automatically

MarketingCentral by Cetera® became an official recordkeeper on March 1, 2020. This means that there's no longer a need for you to maintain a digital or hard copy of emails or printed materials and the recipient lists—the platform will store all this information for you.

Though not necessary from a compliance standpoint, you can always retrieve a copy of your sent communications within the MarketingCentral tool. Use the following instructions to find and save this information.

## Email Communications

You can gather copies of emails sent through MarketingCentral in one of two ways (both options include a proof and a list of recipients the communication was sent to):

1. As your communications send, you will receive a copy of the email to your profile's email address, along with the recipient list. Check your inbox or spam folder for this email sent from FMG Suite Notifications ([no-reply@faulknermediagroup.com](mailto:no-reply@faulknermediagroup.com)).
2. When logged into MarketingCentral, go to **Email History**. Under **Actions**, click **Details > View PDF**. Save or print this document for your records. This information is contained on the Email Performance Details page. You may want to take note of the date sent.

**EMAIL HISTORY**  
View all emails you've sent, and sort them by subject, send date, status, or results.

Content Library / History

SEND DATE	SUBJECT	STATUS	SENT	OPEN	CLICKED THRU	ACTIONS
ASAP	Work and Retire in a Single Week	Scheduled (pending)	--	--	--	Duplicate Details Edit
09/17/2019	9 Facts About Retirement	Sent	1	1	1	Duplicate Details

Content Library / History

**9 FACTS ABOUT RETIREMENT**  
Sent on Tue Sep 17, 2019 at 5:23 AM PDT.

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NAME	OPEN	CLICKED THRU	ACTIONS
krista.zehnder@cetera.com (Krista Lynn)	Yes	Yes	History

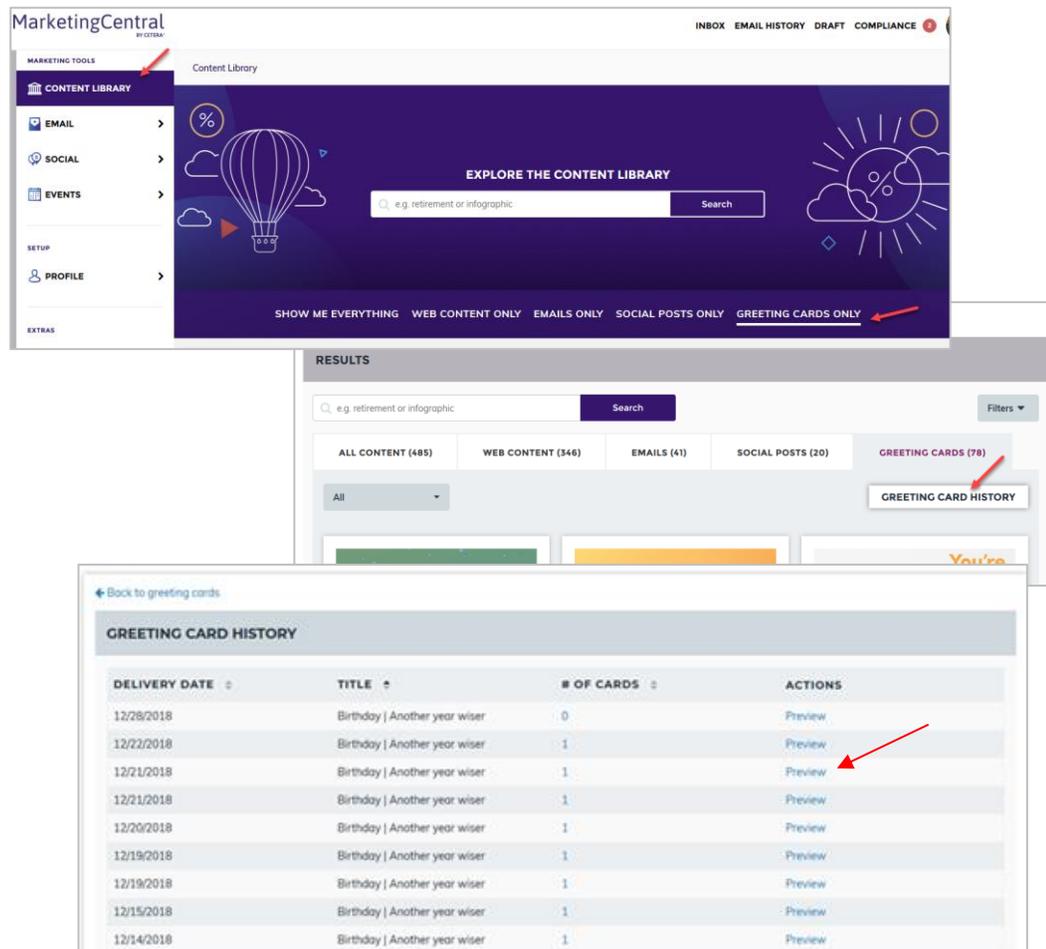
## Greeting Cards

Gather copies of Greeting Cards sent through the tool by saving the list of names and mailing addresses along with the greeting card messages. From the main page of MarketingCentral (or within the Content Library), click on **Greeting Cards Only**. Then, click the **Greeting Card History** button.

On the Greeting Card History page:

- Save the recipient list by clicking on the number (e.g., 1, 2, 3) under the # of Cards header to pull up a list of recipients for a specific title. A list of the total number of recipients will show in a window along with their addresses.
- Copy and paste the names and addresses into a Word document.

To save the greeting card message, click on **Preview** under the **Actions** header. In the Preview window, click on the **Message** tab to copy (or screenshot) the greeting card message, and save it in the Word document with your recipients (created in the previous step).



Please continue treating communications outside of MarketingCentral the same way you manage other advertising materials and correspondence. Refer to your Broker-Dealer's Record Retention rules if you have compliance questions, or contact Advertising Review:

[advertisingreview@cetera.com](mailto:advertisingreview@cetera.com).