

# Communications Area

Your questions from the webinar, answered.

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Thank you for joining our recent webinar introducing the new Communications Area inside Admissions+. You asked many thoughtful questions, and we have pulled them together below so you have the answers in one place.

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## 1. About the Communications Area

*A quick overview of what is new and how it fits alongside your existing Admissions+ workflows.*

### What is the Communications Area?

A new hub inside Admissions+ that brings your Inbox, Templates, Campaigns, Automations and Settings into one place. It is being rolled out in phases.

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### Is this a mandatory upgrade? Can we keep working the way we do today?

Yes, you can keep working as you do today. The Communications Area is being rolled out to all schools, but using the Inbox linking feature is optional. Existing send workflows continue to work whether or not you link a mailbox.

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### Do we have to link the Inbox in order to send communications?

No. You can send emails, SMS and notifications from Admissions+ without linking an external mailbox. Linking is only needed if you want incoming emails to appear inside Admissions+.

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### Will the recording and slides be shared?

Yes. Both will be sent to all registered attendees.

## 2. Your control and oversight

*Who can see what, and how you stay in charge of access and visibility.*

**Is it possible to limit who can see the Inbox?**

Inbox visibility is tied to user permissions in Admissions+. Several schools have asked for more granular Inbox-level permissions, and this is on the roadmap. Please tell your CSM if it is a blocker for rollout in your school.

**Does everyone who can access a form see this Inbox?**

At the moment, yes. We are aware this can open the Inbox up to people who do not need to see all details, and we are looking at finer-grained controls. Feedback here helps us prioritise.

**Can we have a view-only user role, for example for teachers who need to see transition lists but not amend anything?**

A formal view-only role is not available today, but several schools raised this. Role-based permission improvements are on the wider Admissions+ roadmap. Please share your use case with your CSM.

**Can we remove a linked inbox if we need to?**

Yes. You can disconnect a linked mailbox from settings at any time.

## 3. Data, privacy and GDPR

*This was the most asked area in the session. Here is the honest position today, and where we are going.*

**If we link our admissions inbox, will Applicaa see emails that are not about admissions, including confidential ones about attendance, safeguarding or pastoral matters?**

Yes. If a mailbox is linked, every email that arrives in that mailbox appears in the Admissions+ Inbox, regardless of subject. The system does not pre-filter by topic.

**Is this a GDPR issue if parents email our admissions address for non-admissions reasons without knowing the inbox is connected to Applicaa?**

This is a fair concern and one several schools raised. Our recommendation today is:

- Use a dedicated admissions mailbox for the link, not a general school mailbox.
- Update your privacy notice to reflect that emails to that address are processed within your admissions platform.
- Where confidential non-admissions email arrives in error, treat it as you would today.

We are looking at filter options as a future enhancement. If this is a blocker for your school, please tell your CSM.

### How does right-to-be-forgotten work with the Inbox history?

Audit trails persist where required for compliance, and personal-data deletion requests are honoured. For the precise answer your DPO needs, we will connect you with our compliance team.

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### Where is the data stored? Is there a DPA we can review?

All communications stay within your Admissions+ environment. Our compliance team will share DPA documentation directly. Get in touch and we will make the introduction.

## 4. Linking your mailbox

*How it works, what is supported, and what is not yet.*

### Is the Inbox a separate Applicaa email address, or does it use our real mailbox?

It uses your real mailbox. You are not creating a new Applicaa email address; you are connecting Admissions+ to the mailbox you already use, via OAuth.

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### Which email providers can we connect to?

Google Workspace and Microsoft 365.

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### Can we link multiple inboxes, or link different inboxes to different forms (e.g. in-year, Year 7, Sixth Form)?

Yes, you will be able to link multiple inboxes into one system and easily flick from one inbox to another using the drop down menu.

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### Does setup need work from IT?

For most schools, OAuth setup can be done by anyone with the right mailbox permissions. If your IT controls third-party app authorisation (common in larger trusts), they will need to approve the connection. If Applicaa emails are filtered as spam, ask IT to whitelist our domain first; your CSM can provide the addresses.

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### If we receive an email in an unlinked mailbox, can we add that one message to Admissions+ without linking the whole box?

Yes we have a process for forwarding one off emails and linking them to an existing profile. Please [see this article for more information](#).

## 5. Your Inbox in Admissions+

*What appears in the Inbox, how it links to student records, and how status works.*

### If a parent emails our school directly, not via Admissions+, will those emails appear in the Inbox?

Only if they arrive in a linked mailbox. An email sent to a school address that is not linked will not appear.

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Will emails from senders who are not registered in Admissions+ be visible?

Yes. Anything arriving in the linked mailbox appears. The message will not automatically link to a student record, but you can link it manually if needed.

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If a parent has multiple children (twins on the same form, or one in Year 7 and one in Year 12), will the email link to all of them?

Email-to-student matching is on email address. Where one parent email maps to multiple applicants, threading behaviour is being finalised and we will walk through it at onboarding.

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How does sync work between Admissions+ and our real mailbox? If I mark something done, will replies appear in our mailbox, and will we see duplicate emails?

Yes, whether an email is read or unread will sync across both on Admissions+ and your inbox. Replies sent from Admissions+ are delivered via the linked mailbox, so they appear in your Sent folder there too. You will see the same email in both places, but it is one email, not a duplicate copy.

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Does the notification number reduce when a colleague reads the email?

Yes. The unread count is shared. When one team member opens or marks a thread, the indicator updates for everyone.

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Can we have sub-folders by cohort (e.g. Nursery, Reception, Secondary Transfer, Sixth Form)?

Not in the first release. Please let your CSM know if this would unlock value for your school.

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When an email is resent, will it come from the original sender address? I raised a ticket because resends were going out from my personal address rather than admissions.

This is a known issue we are addressing as part of the new Communications Area. Please keep your support ticket open and we will update you when the fix lands.

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Will we be notified when an email bounces, and how reliable are read receipts?

Bounce visibility is part of the delivery-tracking story; exact notification flow will be confirmed at onboarding. Read tracking uses a pixel, the industry standard. Occasional false positives if a spam filter loads the image, false negatives if recipients block images. It is a useful indicator, not a guarantee.

## 6. Templates, old and new

*Your existing templates are not going anywhere. Here is what changes and what stays.*

**Will our current email templates still be available? Will any be lost in the update?**

Yes, existing templates carry over. You will not lose what you have built. The team is finalising migration behaviour for edge cases (templates with form-specific customisations), and we will confirm at onboarding.

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**Will we be able to find templates from previous years more easily, and tell which version belongs to which form?**

Yes. The new Templates page is designed to solve exactly this. Folders, favourites, type filters and search make it easier to find and reuse last year's work, and form association is surfaced clearly in the new Templates table alongside delivery and open metrics.

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**Why can Basic emails not carry our branding? We send most things manually and want full control.** Branding parity between Basic and Enhanced is feedback we have heard from several schools. It is on the list, please flag it with your CSM so we can prioritise.

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**The template setup page feels busy. Can it be simplified, with design separated from per-message settings?**

Yes, this has come up. Separating design defaults from per-message settings is something the design team is actively looking at. Please keep the feedback coming.

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**Where do we select that a message should be sent via SMS?**

At template level. When you create a template, you choose the channel (email, SMS or notification). SMS templates have their own builder with character pagination, merge fields and live preview.

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## 7. SMS, automations and delivery

*Costs, replies, triggers, and how routine messages get sent.*

**Is there a cost for SMS? Is there a credit allowance?**

SMS is charged separately to your core Admissions+ subscription. Rates and any bundled allowance depend on your account, your CSM will share specifics.

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**Can students reply to SMS messages? Where do replies go?**

Two-way SMS handling is being finalised. STOP keyword opt-outs are supported; wider reply behaviour will be confirmed at onboarding.

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### What can trigger an automation? Can Manual be a trigger type?

Three trigger families: applicant actions (e.g. submitting an application), staff actions (e.g. moving an applicant through a stage), and time-based triggers. Manual sends are Basic templates, there is no trigger, you send when you decide. If you would like a Manual option inside the Automations flow so you can see manual and automated journeys side by side, please tell your CSM.

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### Can we turn off System automations?

Some can, some cannot. System automations have toggles and info buttons explaining each one. The team will walk through which is which at onboarding.

## 8. Rollout, training and getting started

*When this becomes available, how to get trained, and where to ask for help.*

When will the Communications Area appear in our Admissions+? I cannot find it yet.

Rollout is phased and not every school sees every section at the same time. If the Inbox is not visible yet, that is expected, your CSM has your timeline.

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### How do we get our staff trained?

Group training is booked for Thursday 11 June at 2pm. Bespoke setup is also available via the support team.

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### Is there a helpline number we can contact?

The Help Centre at [helpdesk.applicaa.com](https://helpdesk.applicaa.com) is the fastest route to support, step-by-step guides plus a direct line to our support team.

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*Cannot find your question, or want to follow up on something specific? Email support via [helpdesk.applicaa.com](mailto:support@applicaa.com) or contact your CSM directly.*