

Required Email Address FAQs

As announced in the First Quarter 2013 *Training Bulletin*, PADI Standards require that all PADI certification authorizations, (including PIC envelopes/PIC Online), DSD registrations and member-level applications must include the student diver, participant or candidate's email address.

Q. Why is an email address required?

A. It's required for quality assurance purposes. History shows that customers taking PADI Programs are more likely to respond, and respond more accurately, to Course Evaluation Questionnaires when they receive the surveys quickly after training via email, while their experience is fresh in mind. This helps enhance diver safety by ensuring that the PADI courses and programs are conducted in accordance with PADI standards -- and are the best that they can be.

Q. What if my customer doesn't want to provide an email address?

A. Please explain to your customer that an email address is required for quality assurance purposes and to help enhance diver safety. This personal information is needed to efficiently and effectively communicate with them and to help maintain PADI's high standards for diving training. Also inform customers that they can manage their communication preferences themselves by opting out of communications not related to the course and quality management.

Q. How does my customer opt-out of PADI communications?

A. Your customer can choose to not receive non-quality management communications from PADI Offices and/or PADI Partners. The option to opt out of such communications are provided on the PIC Online worksheet (located in the PADI Pros' Site/Training Essentials/Forms and Applications/General and also on the PIC Online webpage), the new Discover Scuba Diving Registration Form in the Discover Scuba Diving Participant Guide (and the existing Discover Scuba Diving Brochure). Additionally, PADI has already begun the process of updating paper PIC envelopes to include opt out options. An unsubscribe option is also contained within all non-quality management emails.

Q. What if my customer is a minor?

A. The email address of a parent or guardian may be provided if the parent or guardian chooses not to provide the minor's email address.

Q. Can I make the opt-out decision on my customer's behalf?

A. No. In many countries, this is regulated by law. The decision to opt-out of non-quality management communications must be left to the owner of the email account (or, in the case of a minor, the parent or guardian of the minor's account).

Q. I don't have an email address for my customer. Can I still process this customer's PIC or DSD registration online?

A. No. As of 1 May 2013, any submissions via PIC Online or DSD Registration Online that do not include an email address will not be processed. The student diver, candidate or participant's email address is also required on the paper PIC envelopes, applications or DSD Registrations. Your PADI Regional Headquarters may process submitted envelopes, applications and registrations without email addresses on a very limited basis.

Q. What happens if I submit PICs/registrations with missing email addresses?

A. There may be occasions when a customer does not have, or refuses to provide, an email address. PADI Quality Management will track and monitor registrations lacking email addresses, and will follow up with you if there is a higher than normal frequency of missing or invalid consumer email addresses. The First Quarter 2013 Training Bulletin gives you some tips and suggestions for helping you if your customer does not provide you with an email address. If you have questions or need assistance, contact a PADI Quality Management Consultant at your Regional Headquarters.