

# How to Allow or Prevent Duplicate Contacts

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The screenshot shows two side-by-side form sections. The left section, titled 'Company Data', contains a 'Company Logo' placeholder with a plus sign and instructions: 'The proposed size is 350px \* 180px no bigger than 2.5mb'. Below this are input fields for 'Company Name' (The Demo Account), 'Company Email' (demo@thedemoaccount.com), 'Company Phone' ((234) 567-8910), and 'Company Website' (Company Website). The right section, titled 'Company Address', contains input fields for 'Address', 'City', 'State / Prov / Region \*' (California), 'Country' (United States), and 'Time Zone \*' (GMT-07:00 America/Los\_Angeles (PD)). A green 'Update Address' button is at the bottom right of the address section. At the bottom of the form, there is a 'General' tab and an API key.

This tutorial will show you how to allow or prevent duplicate contacts within the system. To learn more about importing contacts, visit the article "How to Import Contacts" for step-by-step guidance.

Navigate to Settings > Business Info > General. Check or un-check the box to allow or prevent duplicate contact records.

The screenshot shows the 'Settings' page with the 'Business Profile' section selected. Under 'Business Profile', there are options for 'Business Industry', 'Business Registration ID Type', and 'Business Registration Number'. A red box highlights the 'Business Profile' section. In the 'General' tab, there are several checkboxes: 'Allow Duplicate Contact' (checked), 'Allow Duplicate Opportunity', 'Merge Facebook Contacts By Name', 'Disable Contact Timezone', 'Mark Emails as Invalid due to Hard Bounce', and 'Validate Phone numbers when first SMS is sent to a new contact'. A red arrow points to the 'Allow Duplicate Contact' checkbox.

If allowed, the duplicate contact will only work when the system receives a lead from a form or Zap, when leads can be imported one-by-one.

**NOTE:** If "Allow Duplicate Contact" is on, and you try to import a bulk upload, an error will occur.