## Opt out email – KnowBe4

**Subject:** Important update: Deployment of KnowBe4 security awareness training solution

**Preview text:** Important changes to our [XXXX] package

Dear [Client's Name],

At [MSP Name], we are continuously reviewing and enhancing the services we provide to ensure your business remains well protected from the ever-changing landscape of cyber threats.

As part of this commitment, I am writing to inform you of our intention to deploy KnowBe4, the market-leading security awareness training platform, into your security infrastructure

This advanced solution will offer you greater protection from phishing and other social engineering attacks. A strong security culture is fundamental to recognising and responding to threats and KnowBe4 equips your employees with the knowledge and tools to achieve this.

The risks of not having security awareness training can make you more vulnerable to:

* Phishing and ransomware attacks: untrained staff may unintentionally expose sensitive data or fall victim to ransomware, resulting in downtime and potential financial loss.
* Data breaches: human error is a major cause of breaches, potentially resulting in compliance issues and reputational damage.

**With KnowBe4, you will have access to:**

* Phishing simulations and training: helping employees identify phishing attempts before they cause harm.
* Tailored training & reporting: customised programmes and reports to track progress and highlight risk areas.

We are planning to deploy KnowBe4 to your **[XXXXX package/security stack***delete as appropriate]* by **[XXX DATE]**for **[£XXX]**per month.

**Please notify us within 30 days of this email if you DO NOT want this add on service by replying directly to this email or contacting your account manager.**

If we do not receive an opt-out request within the given timeframe, the KnowBe4 solution will be automatically deployed, and the service will be invoiced from the end of the following month.

We believe the integration of KnowBe4 into your security strategy will significantly enhance your defences and reduce the risks posed by human error.

Thank you for your continued business and understanding. If you have any questions, or would like a demonstration of KnowBe4, please get in touch.

Best regards,

XXXX

## Opt out email short copy – KnowBe4

**Subject:** Important update: Deployment of KnowBe4 security awareness training solution

**Preview text:** Important changes to our [XXXX] package

Hi [NAME]

I am writing to inform you of our intention to deploy KnowBe4, the market-leading security awareness training platform, into your security infrastructure

This advanced solution will offer you greater protection from phishing and other social engineering attacks, ensuring emails continue to be delivered.

We are planning to implement this change by **[XXX DATE]**for **[£XXX]**per month.

**Please notify us within 30 days of this email if you DO NOT want this add on service by replying directly to this email or contacting your account manager.**

Thank you for your continued business and understanding. If you have any questions, or would like a demo of KnowBe4, please get in touch.

Kind regards,

[NAME]