## Opt out emails - Sendmarc

**Subject:** We’restrengtheningyour email security

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

Hi [NAME]

I am writing to notify you of a change we are making to improve the security of your emails.

As your outsourced managed service provider, we feel it’s our responsibility to raise awareness of the significant threat that cyberattacks pose to businesses.

I’d like to shed light on a crucial aspect of email security called DMARC. While this term may sound unfamiliar, it is fundamental to ensuring your emails continue to flow securely. Here’s a quick introduction:

* DMARC is an email security protocol. It works by telling recipient email services how to treat messages from your business that do not appear legitimate.
* Major email providers like Google and Yahoo are demanding that more and more businesses set up DMARC to verify the authenticity of emails and prevent them from being flagged as spam.
* Without a secure, properly managed DMARC policy, you put yourself at serious risk of email spoofing. This is where attackers are able to send phishing emails that come from your company email addresses. Such an attack could critically damage your reputation.

Each organisation's email setup is unique and requires careful configuration. When setting up these services, we must look at all the software and solutions you have that communicate via email to be included in DMARC configuration.

It’s not a one-time task but an ongoing process. Regular monitoring and maintenance are essential to ensure continued effectiveness and address any emerging threats or issues.

At [COMPANY NAME], we are constantly reviewing the latest technologies available to combat threats and deliver the best protection. With all the above factors in mind, we have taken the decision to upgrade our [XXXXX] package to include an additional bolt on of DMARC security from our trusted vendor Sendmarc.

This will enable us to secure your emails in a much shorter time frame. It will become part of our standard cybersecurity led managed service from [INSERT DATE]. Sendmarc will be included in our [XXXXXX] package for [£XXX] per month.

**Please confirm if you DO NOT want this add-on service for [£XXX] per month by [XXX date.]**

Thank you for your continued business and understanding. If you have any questions, please get in touch.

Kind regards,

[NAME]

## Short copy email - Sendmarc

**Subject:** We’restrengtheningyour email security

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

Hi [NAME]

I am writing to notify you of a change we are making to improve the security of your emails.

We are implementing a new email security protocol called DMARC. This is critically important for two purposes:

* ensuring emails continue to be delivered
* preventing attackers from spoofing your company emails

Getting you to the most secure DMARC policy possible will require hands-on management. We will be charging [£XXX] per month for this service, starting on [DATE].

**Please confirm if you DO NOT want this add-on service for [£XXX] per month by [XXX date.]**

If you would like to find out more about DMARC or this new service, please do not hesitate to get in touch.

Kind regards,

[NAME]