## Opt out email – Heimdal

**Subject:** How we'restrengthening your cybersecurity

**Preview text:** Important changes to your [service/package name]

Hi [NAME],

I hope you are well. I'm contacting you today about a significant change to bolster your security.

At [COMPANY], we are responsible for raising awareness about the latest challenges in the cybersecurity landscape and the risks they pose to businesses. Even a small cyberattack can have catastrophic consequences and represent the single biggest threat to your business's longevity and success.

With this responsibility in mind, we continually review the latest technologies to better protect our clients. Cybersecurity is all about layers. The more high-quality layers you have in place, the better your chances of fighting threats.

Considering this, we've decided to upgrade your [SERVICE/PACKAGE NAME] as set out below. Some of the services will replace existing ones, and some will be additional to what you currently have. This will become our minimum standard cybersecurity service from [DATE].

* **The Heimdal Unified Threat Solution will be upgraded and replaced with [INSERT AV HERE]—this is a free transition.**
* **We will bundle a unique last-line defence technology as part of our [XXXX] package for [£XX] per month.**
* **We have also negotiated an exceptional rate for 24/7/365 security monitoring as an optional bolt-on service, provided we confirm Heimdal by [DATE].**

This is a one-off opportunity to upgrade to our 'best' cybersecurity package at a fraction of the normal cost and at a guaranteed rate for at least [X] years. A specialist team of cybersecurity experts will continually monitor your network outside of office hours.

**Please confirm if you DO NOT want the add-on service for [£XX] per month by [DATE].**

**Why are we making these changes?** Cybersecurity is no longer a requirement only during office hours. With the rise of hybrid working and devices being "always on," the biggest threats occur at night. We've partnered with Heimdal for a comprehensive 24/7/365 managed alerting service to ensure you're protected round the clock.

\*\*[OPTIONAL PARAGRAPH, SEE BELOW]

Thank you for your continued business and understanding. Please confirm by [DATE] if you do not want the add-on service. If you have any questions, please get in touch.

Kind regards,

[NAME]

**If relevant to your offering, an optional paragraph can be added \*\***[Traditional anti-virus technology is not enough. With over 91% of threats coming through DNS traffic, it's crucial to filter web traffic effectively in real time. Heimdal's Threat Prevention module will protect this rapidly evolving threat.]