## Opt out emails – 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 an important change we’re making to bolster your security.

At [COMPANY], we feel it is our responsibility to raise awareness about the latest challenges in the cybersecurity landscape and the risks they pose to businesses. The consequences of even a small cyberattack can be catastrophic and represent the single biggest threat to your business’s longevity and success.

With this responsibility in mind, we are continually reviewing the latest technologies available to better protect our clients. Cybersecurity is all about layers. The more high-quality layers you have in place, the better the chance you have in the fight against threats.

Taking this into account, we’ve made the decision 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 replace [INSERT AV HERE]– this is a free transition.**
* **We will bundling in a unique last line of defence technology as part of our [XXXX] package for [£XX] per month.**
* **We have also negotiated a very special rate for 24/7/365 security monitoring as an optional bolt-on service, provided we give confirmation to Heimdal by [DATE].**

This is a one-off opportunity to upgrade to our ‘best’ cybersecurity package at a fraction of the normal cost at a guaranteed rate for at least [X] years. This means your network will be continually monitored outside of office hours by a specialist team of cybersecurity experts.

**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 an office hours only requirement. With the rise of hybrid working and devices being “always on”, the biggest threats are happening during the 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 if you DO NOT want the add on service by [DATE]. If you have any questions, please get in touch.

Kind regards,

[NAME]

**Optional paragraph can be added if relevant to your offering \*\***[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.]

## Opt out email (short cop)– 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 about an important change we’re making to your security [SERVICE/PACKAGE].

As your cybersecurity service provider, we are always looking for ways to make your security more robust. To keep you protected, we are upgrading your [SERVICES/PACKAGE] to include Heimdal [MODULE(S)].

The changes will become part of our minimum standard cybersecurity service on [DATE] at a cost of **[£XX] per month.**

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

If you would like to find out more about this improvement, please do not hesitate to get in touch.

Kind regards,

[NAME]