## 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 continuously review and enhance our services to ensure your business remains well protected from the ever-changing landscape of cyber threats.

As part of this commitment, we intend to deploy KnowBe4, the market-leading security awareness training platform, into your security infrastructure.

This advanced solution will protect you from phishing and other social engineering attacks. A strong security culture is fundamental to recognising and responding to threats, and KnowBe4 equips its 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 significant 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.
* User-friendly 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.

Integrating 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