# Opt-out email – Next DLP

**Subject**: Important update: deployment of Next DLP

**Preview text**: Important changes to your security package

Dear [NAME],

At [COMPANY NAME], we are committed to regularly evaluating and improving our services to keep your business secure against the constantly evolving threat landscape.

As part of this commitment, I am writing to inform you that we intend to deploy Next DLP to your security infrastructure. Next DLP is an advanced data loss prevention solution that helps protect sensitive data, prevent unauthorised access, and reduce the risks of data breaches.

With Next DLP, you gain greater visibility and control over your data, ensuring it stays secure both inside and outside your organisation. The risks of not having a data loss prevention solution in place can make you more vulnerable to:

* **Data breaches and insider threats**: Sensitive information can be exposed through intentional or unintentional actions, leading to financial loss and reputational damage.
* **Non-compliance with data protection regulations** – failure to secure data can result in significant fines and legal liabilities under regulations.

With Next DLP, you will have access to:

* **Real-time continuous monitoring** that protects your data from threat and reduces breaches.
* **User training** provided at the point of risk to educate immediately when your data is most vulnerable.
* **Machine learning on the end** point to identify typical vs. unusual behaviour.
* **Adaptive controls** that allow you to decide what actions to take when a user breaches a policy.

**We are planning to deploy Next DLP to your security package by [DATE] for [£XXX] per month.**

**Please notify us within [X] 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 Next DLP solution will be automatically deployed, and the service will be invoiced from the end of the following month.

We believe integrating Next DLP into your security strategy will enhance data protection and ensure compliance with key regulations.

Kind regards

## [NAME]