Opt out email – Redstor

**Subject:** Important information about backup and recovery

**Preview text:** Protect your data with AI-powered, secure backup and recovery

Hi [NAME],

We’re writing to inform you about an important upgrade to your data protection. As your Managed Service Provider, our goal is to safeguard your business against evolving threats, including backup and recovery of your data.

Redstor delivers comprehensive backup and recovery for your entire IT environment. Whether affected by cyberattacks, human error, or system failures, Redstor keeps your data secure, accessible, and recoverable in seconds.

**Why do we deploy Redstor?**

• **AI-powered malware detection** helps you stay ahead of threats.

• **Instant Data™ recovery technology** minimises downtime in the event of an issue.

• **The single, intuitive platform** allows easy data management across your infrastructure.

• **Unified data protection** for Microsoft 365, Google Workspace, Azure, Entra ID, Xero, Salesforce, QuickBooks, and more.

• **No hardware required** - it’s quick to set up without disrupting your operations.

Whether it’s your core infrastructure or critical tools like Microsoft Entra ID (formerly Azure AD), **Redstor eliminates protection gaps, providing:**

• Continuous monitoring and extended retention for compliance and audit readiness.

• Full recovery of data, configurations, roles, and settings.

• Protection against phishing, credential stuffing, and zero-day attacks.

This upgrade ensures that your business can handle any data disruption quickly and effectively, providing complete peace of mind.

Redstor will be implemented from [INSERT DATE] at a cost of [£XXX] per month. **If you DO NOT wish to have this service, please notify us by [DATE] by replying to this email or contacting your account manager directly.**

Thank you for trusting us with your cybersecurity needs. Should you have any questions about Redstor’s solution, please get in touch.

Kind regards,

[YOUR NAME]

[YOUR COMPANY]

## Opt out email (short copy) – Redstor

**Subject:** Enhancing your backup and recovery

**Preview text:** Important information about a data protection upgrade

Hi [NAME],

I’m writing to inform you of our plan to deploy a backup and recovery solution that will enhance your data protection and provide fast recovery in the event of a data breach.

This advanced solution will provide:

* AI-powered malware detection
* Instant recovery of data
* Unified protection for Microsoft 365, Entra ID, Google Workspace, and more.
* Continuous monitoring and extended data retention.

This upgrade will be implemented from [DATE] at a cost of [£XXX] per month.

**If you DO NOT wish to proceed, please notify us by [DATE] by replying to this email or contacting your account manager.**

Thank you for your continued trust. If you have any questions, feel free to get in touch.

Kind regards,
[YOUR NAME]