## Opt out email – Long Version - Sendmarc

**Subject:** We'restrengthening your email security and guaranteeing delivery

**Preview text:** Important changes to our [XXXX] package

Hi [NAME]

I am writing to notify you of a change we are making to improve the security of your emails.

We take our responsibility for raising awareness of the significant threat cyberattacks pose to businesses very seriously.

I want to shed light on a crucial aspect of email security called DMARC. While this term may sound unfamiliar, it is fundamental to ensuring your emails continue to flow securely. Here's a quick introduction:

* DMARC is an email security protocol that tells recipient email services how to treat messages from your business that do not appear legitimate
* Major email providers like Microsoft, Google and Yahoo demand that more and more businesses set up DMARC to verify the authenticity of emails and prevent them from being flagged as spam – they will block emails that are not configured correctly
* You can avoid email spoofing and impersonation attacks with a secure, properly managed DMARC policy. Without this, attackers can send phishing emails from your company email addresses to anyone (whether it be your customers or your bank!). Such an attack could clearly damage your reputation and your finances

Each organisation's email setup is unique and requires careful configuration. When setting up these services, we must look at all the software and solutions you have that communicate via email to be included in the DMARC configuration.

It's not a one-time task but an ongoing process. Regular monitoring and maintenance are essential to ensure effectiveness and address emerging threats or issues.

At [COMPANY NAME], we constantly review the latest technologies available to combat threats and deliver the best protection. Considering all the above factors, we have decided to upgrade our [XXXX] package to include an additional bolt-on of DMARC security from our trusted vendor partner, Sendmarc.

It will become part of our standard cybersecurity-led managed service from [INSERT DATE]. Sendmarc will be included in our [XXXXXX] package for [£XXX] per month.

**Please confirm if you DO NOT want this add-on service by [XXX date.] and we will share an associated waiver for signature.**

Thank you for your continued business and understanding. If you have any questions, please get in touch.

Kind regards,

## [NAME]

## Opt out email – Short Version - Sendmarc

**Subject**: We're strengthening your email security and guaranteeing delivery

**Preview** text: Important changes to our [XXXX] package

Hi [NAME]

I am writing to notify you of a change we are making to improve the security of your emails.

We are implementing a new email security protocol called DMARC. This is critically important for two purposes:

• ensuring emails continue to be delivered (significant rule changes have been made by the likes of Microsoft, Google and Yahoo)

• preventing attackers from spoofing your company emails and impersonating you

Getting you to the most secure DMARC policy possible will require hands-on management. We will be charging [£XXX] per month for this service, starting on [DATE].

Please confirm if you DO NOT want this add-on service month by [XXX date.]

If you would like to find out more about DMARC or this new service, please do not hesitate to get in touch and one of the team will be in touch.

Kind regards,

**[NAME]**