NAPLES COMPUTERS HOW-TO · SECURITY & SAFETY

Block a Sender vs Unsubscribe: What's Safe

This guide explains the real difference between clicking Unsubscribe and blocking a sender, and how to tell which one is actually safe for a given email.

Why it matters

The two buttons look similar, but they do very different things.

Real companies have to offer it
By law, legitimate marketing email needs a working, free unsubscribe link.

Scammers abuse that trust
Clicking unsubscribe on spam can confirm your address is real, active, and read.

When in doubt, block
Blocking and reporting spam never requires clicking anything inside the message.

Step by step

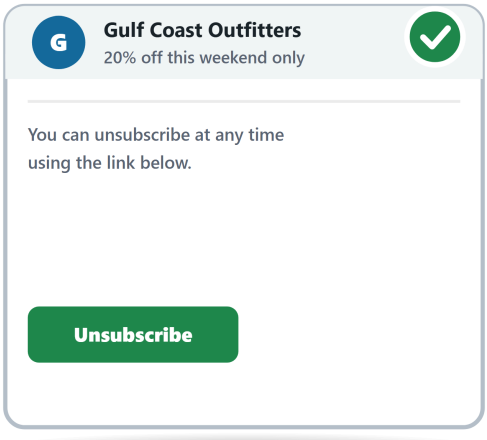
BLOCK OR UNSUBSCRIBE?

That email has an Unsubscribe link...

Should you click it? Sometimes yes. Sometimes it's exactly what a scammer wants.

WHAT TO DO

We're Naples Computers, helping Naples families with this since 1993.



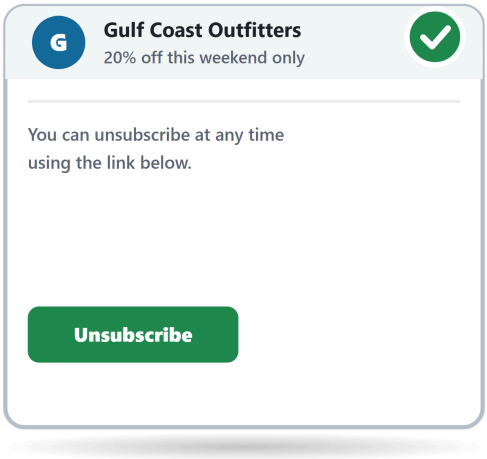
SAFE TO UNSUBSCRIBE

1 When it's safe to unsubscribe

You recognize the company, and you signed up or bought something from them before.

WHAT TO DO

The email looks professional, and the link goes to that company's real website.



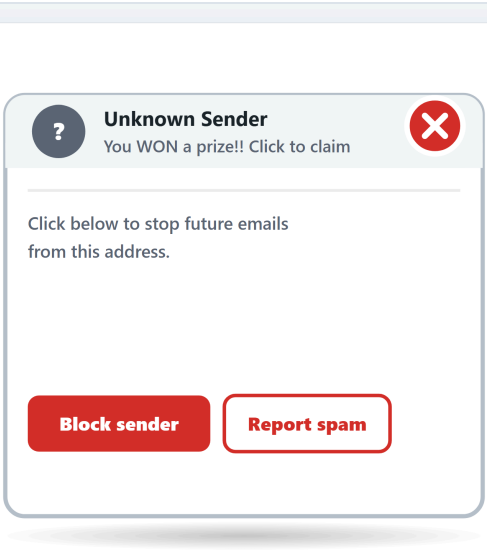
BLOCK INSTEAD

2 When to block instead

You don't recognize the sender, or never signed up for anything from them.

WHAT TO DO

Urgent language, prize offers, or typos are all signs to block and report, not click.



How to actually do it

- [ ] Unsubscribe: use the link in the footer
  Or the Unsubscribe chip Gmail and Outlook sometimes show next to the sender
- [ ] Block: right-click or open the sender menu
  Outlook, Gmail, and Apple Mail all have a Block this sender option
- [ ] Report spam or phishing too
  Reporting helps your provider's filters catch the next one automatically

Recap: block or unsubscribe

- [ ] Recognize the sender, bought from them before? Unsubscribe is fine
- [ ] The link in the message is never required to stop spam
- [ ] Unknown sender, urgent, or odd spelling? Block and report instead
- [ ] Still unsure? Block is always the safer default

Clicking Unsubscribe on an email from a sender you don't recognize can confirm your address is real and active, inviting more spam; block and report instead.

Not sure about an email?

Call 239-513-1960

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