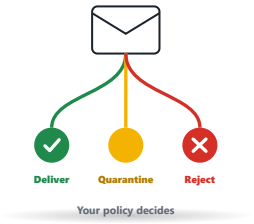
NAPLES COMPUTERS
239-513-1960

SPF, DKIM, DMARC Explained

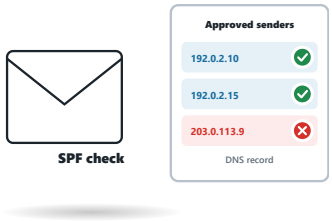
In plain English, for small business owners.



We Make I.T. Happen!™

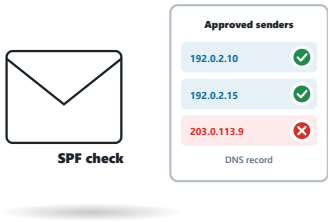
1 Anyone Can Fake Your Domain

Without authentication, scammers can **send email as you**.



2 SPF: Who's Allowed to Send

You list the **mail servers allowed** to send for your domain.



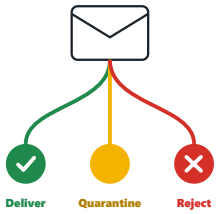
3 DKIM: a Digital Signature

Proves the message **wasn't altered in transit**.



4 DMARC: the Policy

Matches the "from" address, then **enforces your rule**.



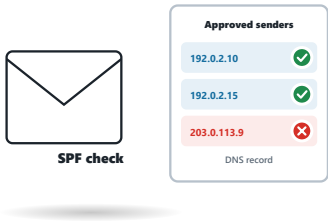
5 Deliver, Quarantine, or Reject

You decide what happens when **something fails**.



6 These Are DNS Records

Set up with your registrar or host, **not an app**.



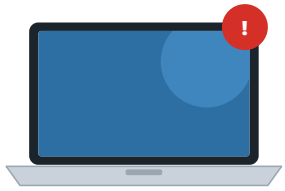
7 Have Your Provider Set It Up

Done wrong, it can **block your own mail**.



8 Spoofed? Report, Notify, Alert

Local law enforcement, IC3.gov, and **your customers**.



Good to Know

- Without it, your legitimate email is more likely to land in spam, too.
- If your provider won't set up SPF, DKIM, and DMARC, that's worth reconsidering.
- Not sure if yours is set up right? Call **239-513-1960**.

Need Help?

Contact Naples Computers

239-513-1960

We Make I.T. Happen!™