PROBLEMS WITH EMAIL
WHITELISTING

sendio®

WHAT IS WHITELISTING, YOU ASK?

Whitelisting is the process of making a list of trusted email addresses.

WHY WHITELIST?

Whitelisting helps your email security system identify what emails you should get, and what emails you shouldn't.

SO WHAT'S THE PROBLEM?

Whitelisting itself can be fine, it is how it's deployed by security vendors that can be a problem.

An email security system acts like a multi-layer filter. An email must travel through every layer before it makes it to your inbox.
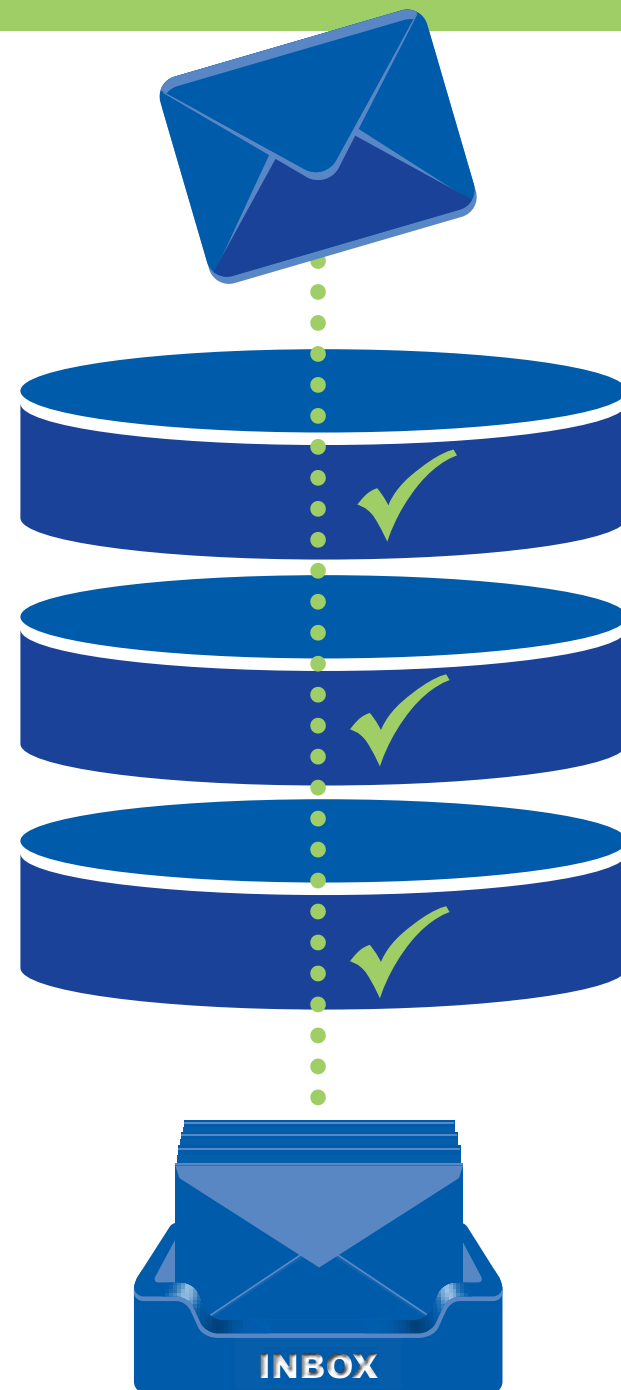
INBOX

PROBLEMS WITH EMAIL
WHITELISTING

1 An email security tool with enough of the right layers should filter malicious emails. **THIS IS WHERE WHITELISTING CAN BE A PROBLEM.**

2 **MOST EMAIL SECURITY TOOLS APPLY THE WHITELIST FIRST.** If the email is on your whitelist, it doesn't go through all the other layers in the security filter.

3 If the email address of someone on your whitelist is spoofed or compromised, you will get anything they send you, even if it is obviously spam or possibly malicious and harmful email.

4 Everyone has received an email from someone in your contact list that wasn't ACTUALLY from that person. If your whitelist is applied before other layers of your email security, expect to keep getting these—and the big problem is that because the email address appears to be from your whitelist, you automatically trust that it is legitimate and open it.

Whitelist

Most email security tools

SPAM SPAM SPAM

1 **INSTEAD**, your whitelist should work *with* other layers of security to prevent these kinds of emails from ever arriving in your inbox.

2 **THERE IS A BETTER WAY TO WHITELIST.** Instead of passing any whitelisted address through, without security checks, Sendio puts the email through its security checks every time.

3 With Sendio's Email Security Gateway and Opt Inbox technologies, when you receive...

1

3

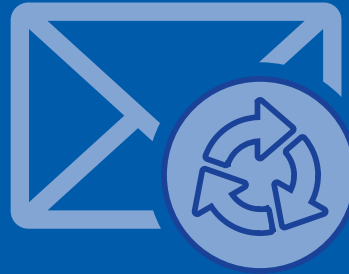OPT INBOX

2

Whitelist

sendio®

AN EMAIL FROM SOMEONE YOU DON'T KNOW...

The sender has to verify himself. Their email is scanned and if it is spam and virus-free it will be placed in your Opt Inbox, where you can review and choose who to add to your trusted community. If the sender does verify himself, then the address is added to your trusted community and the message is deposited in to your regular inbox.

AN EMAIL FROM SOMEONE YOU KNOW...

If the sender is already a part of your email community, their email is still scanned and if it is spam and virus-free, you get it in your inbox. If it is a suspicious email, it will land in a queue for you to review or be blocked altogether. This is the Sendio difference—even though a sender is on a "whitelist", Sendio still will ensure the message is safe and truly from the person it is supposed to be from.

AN EMAIL FROM AN AUTOMATED OR MASS–MAILING SOURCE...

Unless you selected "opt-in" using the Sendio Opt Inbox, you will never receive bulk email—you know, those annoying emails from vendors, etc.

LET'S REVIEW

✓ Even if an email from someone is in your Sendio trusted community, if the email is found to be malicious, **you won't get it**.

✓ Other security solutions assume that if a sender is on your whitelist, the message can completely bypass all regular security checks—possibly depositing a harmful message in your inbox.
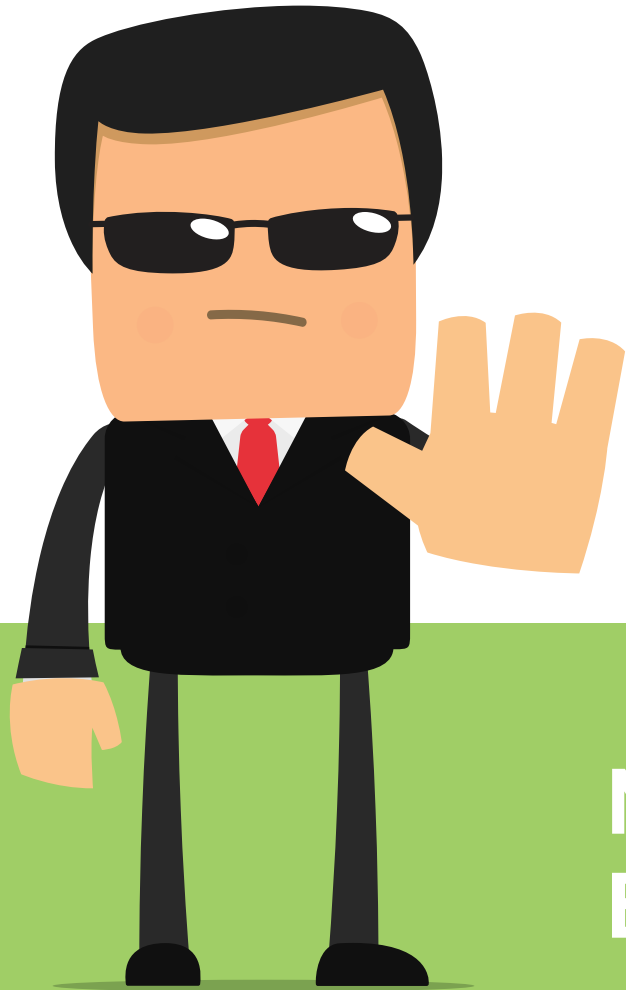
✓ Sendio employs a "positive" security model—because no individual employee should have to assume the responsibility for securing their inbox.

✓ That's the power of the Sendio Opt Inbox—no junk, no bulk, no harmful emails will ever get in to your inbox.

PROBLEMS WITH EMAIL WHITELISTING

NEVER MISS AN IMPORTANT EMAIL AGAIN WITH SENDIO.