**Why is DMARC important?**

**Tell Me**

1. eCommerce has dramatically increased.
2. Spammers and phishers have financial incentive to compromise user accounts, steal passwords, bank accounts, credit cards, and more.
3. Email is easy to spoof (pretend to be someone else).
4. Spoofing exploits trust of well-known brands; inserting the logo of a well known brand into an email gives legitimacy.
5. Large mailbox providers (like Google) have to decide which messages to deliver and which ones might harm users.
6. Senders are largely unaware of problems with authentication practices.
7. DMARC addresses these issues, helping email senders and receivers work together to better secure emails, protecting users and brands from painfully costly abuse.

**Related FAQs**

- How do I make sure mass email messages from 3rd party vendors will not be blocked or flagged as SPAM?
- Why is DMARC important?
- What is DMARC (Domain-based Message Authentication, Reporting and Conformance)?
- What is DKIM (Domain Key Identified Mail)
- How do I test for DMARC compliance when I am working with a third party vendor to send mass emails from an @uncc.edu account?