

# DMARC ADOPTION AMONGST JISC MEMBERS



**DMARC**  
**ADVISOR**

**Jisc**





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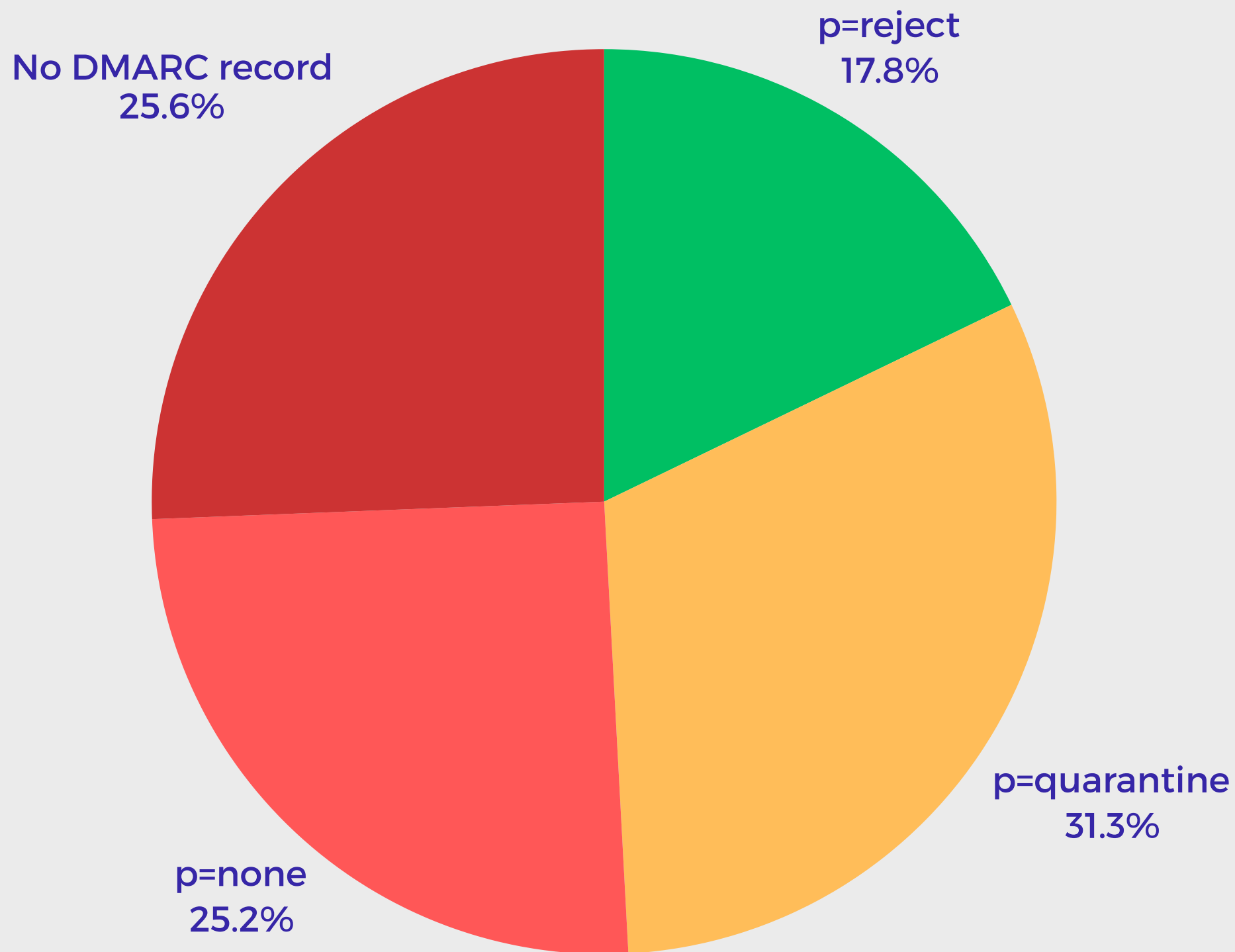
Email is the most popular form of communication among businesses, their customers, partners, and employees. Unfortunately, it is surprisingly easy for people to use your email address.

These fake emails, known as spoofing or phishing, are becoming more common every day. They can trick people into sharing passwords, sending money, or giving away sensitive information. This can harm your business's reputation, put people at risk, and even lead to financial or legal problems.

That is why DMARC was invented: it's a standard that lets you control how your emails are verified and tells other email servers what to do with fake messages. It's about protecting your name – and everyone who communicates with you – against fake email sent in your name. Setting up DMARC is important to keep your (business) name protected and your emails safe.







# DMARC Policy

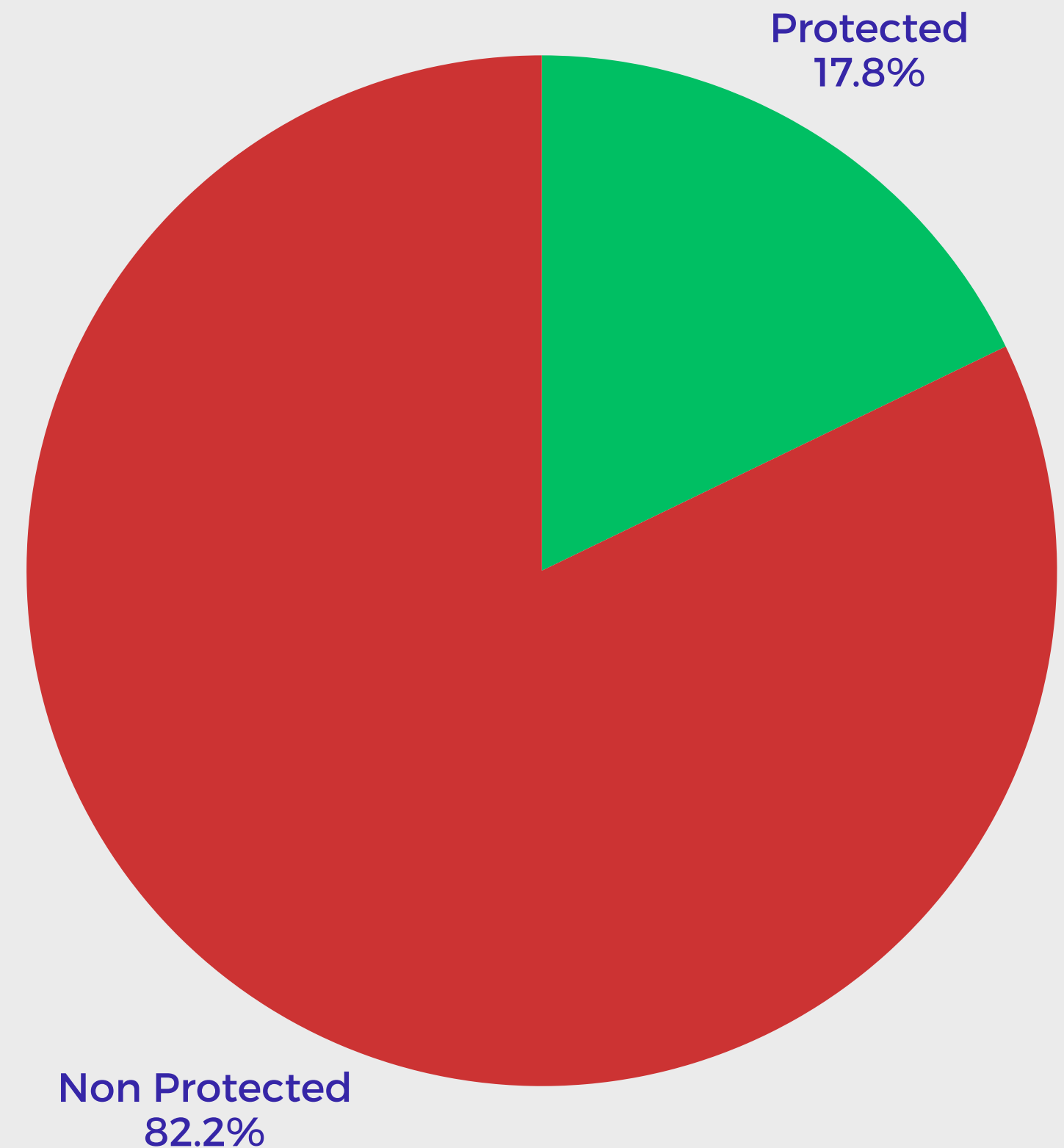
## Only p=reject is protected

- **No DMARC record:** the domain has no DMARC policy at all – making it vulnerable to abuse like spoofing or phishing.
- **p=none:** instructing receivers not to act (monitoring mode). You only receive reports and nothing else.
- **p=quarantine:** meaning ‘treat as spam’. A policy with (limited) impact.
- **p=reject:** meaning ‘block’. This is the place your domain needs to be in the end.

# Protected versus Non Protected

Only p=reject is protected

- Currently, 17.8% of the Jisc members' domains are fully protected.
- That means, 82.2% of the domains from Jisc members are NOT protected.





# Want to learn more about the DMARC Manager?

**Experience the future of DMARC monitoring today. Create a free account or schedule a demo to get access. Our experts are happy to explain the features that help you protect your email domains and secure your brand reputation.**

**Sign Up Free**

**Plan a Demo**





# About DMARC Advisor

DMARC Advisor was founded in 2013 by real internet veterans. We were the first European DMARC provider. Nowadays, we are also the #1 DMARC vendor in Europe. Our founders also established one of the first Email Service Providers in the Netherlands and already sent DMARC-compliant emails before DMARC was even invented. At their initiative, DMARC became a mandatory standard for governments in the Netherlands, which also led to a safe email initiative at a European scale.

DMARC Advisor is dedicated to inspiring people to implement open standards as a solid foundation to make the internet safer. With more than 22 years of experience in email deliverability and security, and more than 12 years of experience helping companies implement DMARC, it's safe to say that DMARC Advisor is the new standard to implement DMARC!



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