

simple   
**DMARC**



# The emergence of SimpleDMARC

The Phishing Protector

[www.simplesdmarc.com](http://www.simplesdmarc.com)

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# Table of Contents

- 01** Overview
- 02** Happening
- 03** Actions Taken
- 04** Best Practices
- 05** Conclusion





## Overview

We are going to discuss Email spoofing and how it is a common tactic used by cybercriminals to deceive email recipients into revealing sensitive information or downloading malware or getting the data of clients. DMARC (Domain-based Message Authentication, Reporting, and Conformance) is an email authentication protocol that helps prevent email spoofing and protects organizations and customers from fraud and cybercrime.



## The Incident

In 2019, a Co-operatives Bank was hit by a series of phishing attacks, where Cyber criminals were impersonating to be Co-operative Banks and sending fraudulent emails to Customers, and emailing employees stating themselves as CEO or Manager. The situation was alarming, as the attacks had the potential to cause significant financial and reputational damage, which wasn't even considered till the issue came to light. Bank asked for a solution to the problem, which we thought could be DMARC which helped companies like Paypal, LinkedIn, and Uber fight Email spoofing.

## Actions Taken

To prevent further attacks and protect its reputation, the Co-operative Banks implemented SimpleDMARC across their entire domain.

- SimpleDMARC allowed the Banks to verify the authenticity of incoming messages and reject any emails that failed to meet the security standards.
- The implementation of SimpleDMARC also allowed the Banks to receive regular reports on any unauthorized use of their domain name so that they could quickly identify and respond to any fraudulent activity.
- Basic training was given in understanding reports, and it helped them significantly.
- All customers and employees were prompted to update their passwords and emails.

## Best Practices

Organizations can protect themselves against email spoofing and cyber threats by implementing SimpleDMARC and other security measures.

- Best practices include monitoring and reporting email activity, enforcing a strong security policy, and educating employees and customers about email spoofing and phishing risks.



## Conclusion

The implementation of SimpleDMARC helped the Banks to protect their reputation, secure their data, and prevent fraudulent activity, ultimately saving them time and money and enhancing their relationship with their customers. This incident served as a valuable reminder to implement email authentication protocols such as DMARC to prevent email spoofing and protect against cybercrime.

