

# DomainKeys Identified Mail (DKIM)

## Frequently Asked Questions

### WHAT IS DOMAINKEYS IDENTIFIED MAIL?

DomainKeys Identified Mail (DKIM) is a signature/cryptography-based email authentication framework that provides a method for validating an identity that is associated with an email message during the time it is transferred over the Internet. It provides email users with an additional level of protection against email forgery, a tactic often used in phishing attacks.

The DKIM base specification, which defines Internet scale email authentication, has been approved as a proposed Internet Standard ([RFC 4871](#)) by the Internet Engineering Task Force.

### WHY SHOULD BUSINESSES IMPLEMENT DKIM NOW?

One of the major flaws of email today is its lack of authentication. This means that anyone on the Internet can send email to anyone else while claiming to be a third person. The most common example of this kind of email forgery is phishing scams which are designed to steal account numbers and other private customer information. This type of fraud can have serious consequences for any business. DKIM can also impact spam defense when used with reputation services.

Sendmail is working with leading ISPs and enterprises, including large financial service providers, to facilitate DKIM's rapid adoption.

### WHAT BENEFITS WILL DKIM PROVIDE MY BUSINESS?

- Authenticated email means trusted messaging – your customer will know the messages they receive are legitimate
- Provides users protection against forgery and fraud
- Gives brand protection by giving customers assurance of the legitimacy of the emails they receive
- Directly addresses today's phishing and spamming problems

### EMAIL AUTHENTICATION

The ultimate goal of email authentication is simple: let through legitimate e-mail while weeding out the forgeries.

### PRIMARY DKIM GOALS

- Low implementation cost
- No expensive trusted third parties required
- No client User Agent upgrades required
- Minimal changes for end users
- Support for extreme scalability requirements
- Allow outsourcers, which host multiple company domains, to authenticate

## WHAT IS SENDMAIL'S INVOLVEMENT IN DKIM?

Sendmail is a principle author of the DKIM authentication specification. Over the past 3 years, Sendmail worked closely with other Internet leaders with a goal of developing an email authentication standard which would have the greatest impact on email fraud, and that could be widely deployed with relatively low implementation costs. The Internet Standard RFC 4871 approved by the Internet Engineering Task Force is the result of that effort.

## WHAT CAN I DO TO GET STARTED?

- Audit your mail systems (both incoming and outgoing)
- Find out who is legitimately sending mail in your name, including: outsourcers, road warriors, satellite offices, partners, etc.
- Determine where your incoming mail is being received
- See Sendmail's guide to *DKIM Best Practices*

## WHO CAN BUSINESSES TRUST TO IMPLEMENT DKIM?

Sendmail's messaging experts can help you with your DKIM strategy, implementation and support.

Sendmail's Sentrion security appliances, as well as commercial Sendmail Switch and Open Source mail servers, already support the DKIM standard. [Learn more](#).

With 25 years leadership delivering innovative messaging technology, Sendmail ensures the protection and trust of employee and customer communications. Large enterprises in 33 countries, including most of the Fortune 1000, trust Sendmail to shield users from unwanted messages, defend the messaging infrastructure, stop data and privacy leaks, and effectively manage messaging to maintain brand and shareholder value, and support regulatory compliance.

As the lead author of the DKIM specification, Sendmail is your trusted DKIM advisor and implementation support partner.

## SENDMAIL DKIM QUICKSTART SERVICES

To find out more about why businesses are turning to Sendmail to be their trusted DKIM advisor and implementation support partner, please call: Tel: +1-87-SENDMAIL (877-363-6245) or +1-510-594-5400 (outside U.S.).

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