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| Benefits of using your organisation email domain |

# Benefits of using your organisation email domain

While it is possible to use free email services or third-party email domains, doing so can undermine your organisation's security posture, professional image, and ability to effectively manage and protect its email communications. By using your own organisation email domain (eg, @company.com), you can enhance your cybersecurity, meet compliance requirements, and maintain a professional and trustworthy online presence.

1. **Professional identity and brand reputation:** Using a professional email domain associated with your organisation's name or brand helps establish a credible and trustworthy online presence. It enhances your credibility and makes it easier for customers, partners and stakeholders to recognise and trust communications from your organisation.
2. **Email authentication and anti-spoofing:** Implementing email authentication protocols like Sender Policy Framework (SPF), DomainKeys Identified Mail (DKIM) and Domain-based Message Authentication, Reporting, and Conformance (DMARC) is easier and more effective when you use your own domain. These protocols help prevent email spoofing and phishing attacks by verifying the legitimacy of emails sent from your domain.
3. **Data privacy and confidentiality:** A corporate email domain gives you better control over the privacy and confidentiality of your organisation's email communications. It reduces the risk of inadvertently sharing sensitive information with third-party email providers and ensures that your organisation's data remains within your control and governance.
4. **Email security and threat protection:** Many email security solutions and services are designed to work more effectively with corporate email domains. These solutions can better identify and protect against threats like spam, malware and phishing attacks when the emails originate from a known and trusted domain.
5. **Regulatory compliance:** In some industries and jurisdictions, there may be regulatory requirements or best practices that mandate the use of an organisation's own email domain for official communications, record-keeping and data protection purposes.
6. **User accountability and access control:** With a corporate email domain, you can better manage and control user accounts, access privileges and email retention policies. This helps maintain accountability and ensures that only authorised individuals have access to your organisation's email communications.
7. **Email continuity and transition**: Using your own email domain makes it easier to transition or migrate email services between different providers or solutions without disrupting existing email addresses and communications. This ensures business continuity and minimises the impact on your organisation's email operations.