

Proofpoint Verified DMARC Overview

Enforcing DMARC policies on inbound traffic is one of the most effective ways to protect users from domain spoofing. It is a common Business Email Compromise (BEC) tactic. Attackers don't stop at spoofing your trusted domains to impersonate your C-staffs. They also spoof third-party domains to get to your users to exploit any trusted relationship.

Spoofing of suppliers' domains has become more common in recent times. That's why enforcing DMARC on third-party domains at the gateway provides a critical control for defending against impersonated suppliers. Due to the risk of blocking business-critical email, organizations are hesitant to enforce DMARC on third-party domains. Also, domains whose owners have not properly implemented authentication may create DMARC failures for legitimate email messages. This happens even if they have published p=reject policies.

Proofpoint's Verified DMARC service drastically reduces the risk of blocking legitimate email. It recognizes and promotes only those domains that consistently authenticate properly when sending to business gateways.

Service overview

Our Verified DMARC service identifies domains whose owners have properly implemented and are successfully maintaining the domains' DMARC infrastructure. As such, the risk of blocking legitimate email from these domains is low when their DMARC policies are enforced on inbound email.

Here's how it works:

- To find out which domains are "verified", we continuously analyze authentication results from billions of email messages across thousands of Proofpoint email gateways.
- Of the hundreds of thousands of domains that have earned verified status, each verified domain must continue to meet the verification criteria to retain the "verified" designation.
- If a domain fails to meet our thresholds, it is removed from the verified list.
- Verified domains are published to Proofpoint's DNS infrastructure.
- Here they can be referenced and enforced securely and efficiently by Proofpoint Email Protection, the industry-leading email gateway.

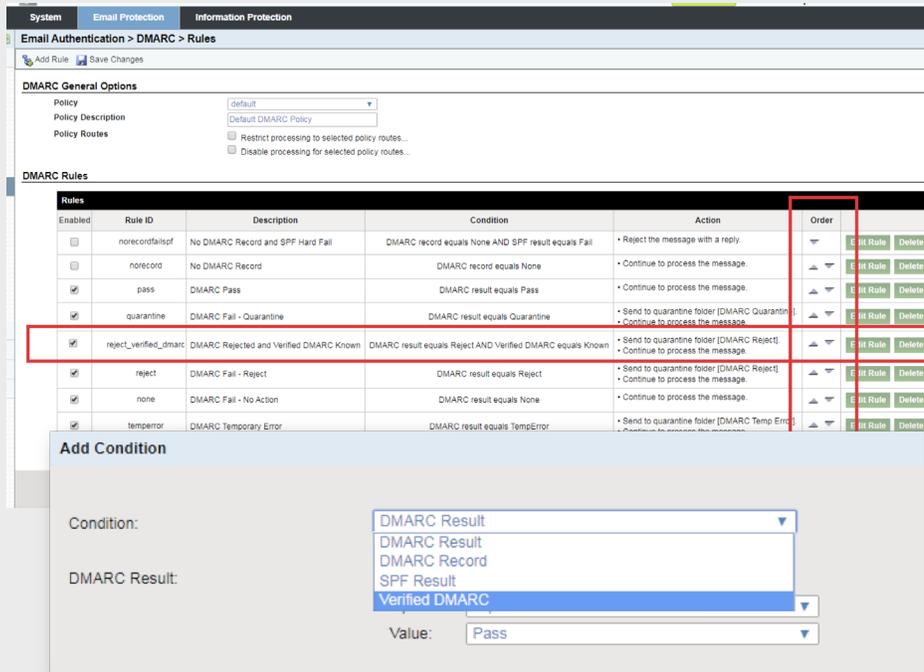


Figure 1: Enable “Verified DMARC” feature within Proofpoint Email Protection to start enforcing DMARC on third-party domains with confidence.

Configuring verified DMARC

As a Proofpoint gateway customer, you can benefit from this service without any additional cost. You can take full advantage of your Proofpoint gateway by enabling the Verified DMARC feature within Proofpoint Email Protection.

Starting with Proofpoint Email Protection v8.16, administrators can enable a Verified DMARC rule. Each DMARC policy will include a rule named “reject_verified_dmarc”. With the rule being implemented at a policy level, an administrator can restrict its use to only the desired set of messages using Policy Routes.

It is common for administrators to implement separate DMARC policies for their domains versus third-party domains. In this scenario, the administrator can choose to enable the “reject_verified_dmarc” rule for third-party domains but not for their own domains.

When implementing Verified DMARC for the first time, we recommend starting in an audit mode with settings of quarantine and continue. This approach will safely demonstrate whether the customer’s experience with Verified DMARC will be consistent with the greater Proofpoint customer base. Once the necessary level of confidence is achieved, the rule can be modified to take actions such as quarantine and discard or reject.

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Proofpoint, Inc. (NASDAQ: PFPT) is a leading cybersecurity company that protects organizations’ greatest assets and biggest risks: their people. With an integrated suite of cloud-based solutions, Proofpoint helps companies around the world stop targeted threats, safeguard their data, and make their users more resilient against cyber attacks. Leading organizations of all sizes, including more than half of the Fortune 1000, rely on Proofpoint for people-centric security and compliance solutions that mitigate their most critical risks across email, the cloud, social media, and the web. More information is available at www.proofpoint.com.

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