

## Web-based Emails adopting DMARC Policy

Recently, a variety of web-based email providers have adopted a new DMARC Reject Policy (Domain-based Message Authentication, Reporting and Conformance policy). This policy is being used to protect users from fraudulent emails, by rejecting email sent through third party services when the “From” and “Send to” domains are the same. Currently, we have confirmed both Yahoo and America Online Mail (AOL Mail) users are experiencing this issue.

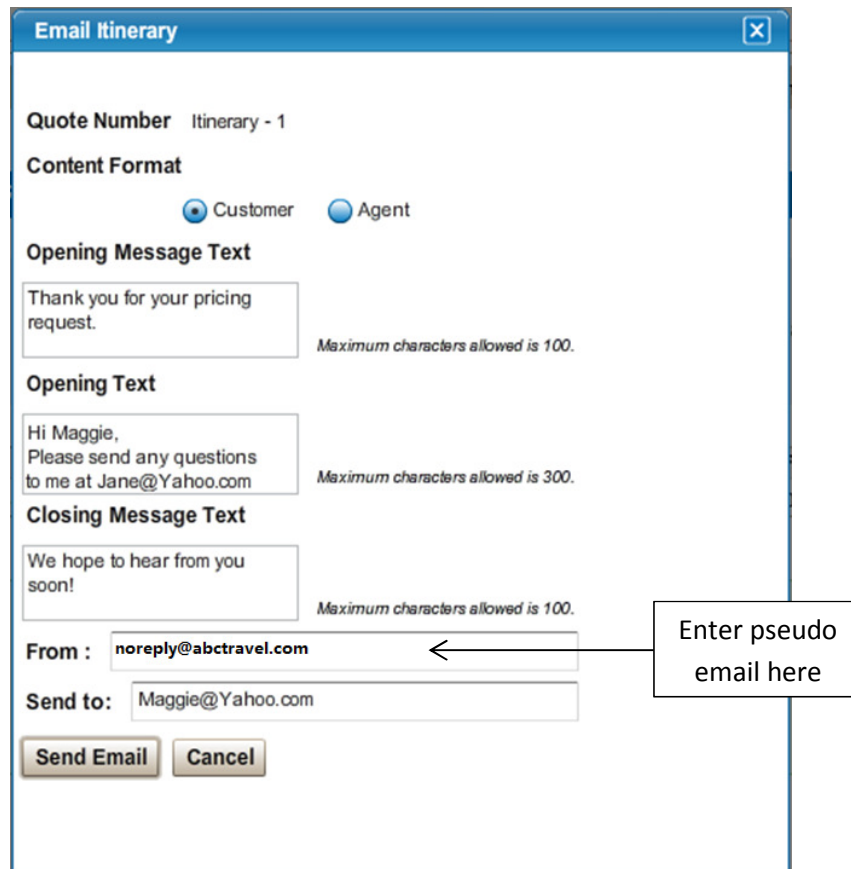
\*Please note: E-docs are sent from the Apple Vacations domain name, therefore, E-docs are not affected by the DMARC policy.

Users sending emails via AOL 4.0 but using the same domain name in the “from” and “Send to” fields may experience undeliverable responses for the following items:

- Hotel Info
- Itinerary Quotes
- Itinerary Invoices

When the domain name (ie. @Yahoo.com) is the same for both the “From” and “Send to” fields, Apple recommends using an alternate email address in the “From” field whenever possible. If the user does not have a legitimate alternate email address domain to use, then we would suggest using a pseudo email address, as well as adding an opening message or opening text as to identify users to clients and provide the correct address for any response inquiries.

Example:



The screenshot shows a web form titled "Email Itinerary" with a close button in the top right corner. The form contains several sections:

- Quote Number:** Itinerary - 1
- Content Format:** Radio buttons for "Customer" (selected) and "Agent".
- Opening Message Text:** A text box containing "Thank you for your pricing request." with a note "Maximum characters allowed is 100." below it.
- Opening Text:** A text box containing "Hi Maggie, Please send any questions to me at Jane@Yahoo.com" with a note "Maximum characters allowed is 300." below it.
- Closing Message Text:** A text box containing "We hope to hear from you soon!" with a note "Maximum characters allowed is 100." below it.
- From:** A text box containing "noreply@abctravel.com". An arrow points from a callout box to this field.
- Send to:** A text box containing "Maggie@Yahoo.com".
- Buttons:** "Send Email" and "Cancel".

A callout box on the right side of the form contains the text "Enter pseudo email here" with an arrow pointing to the "From:" field.