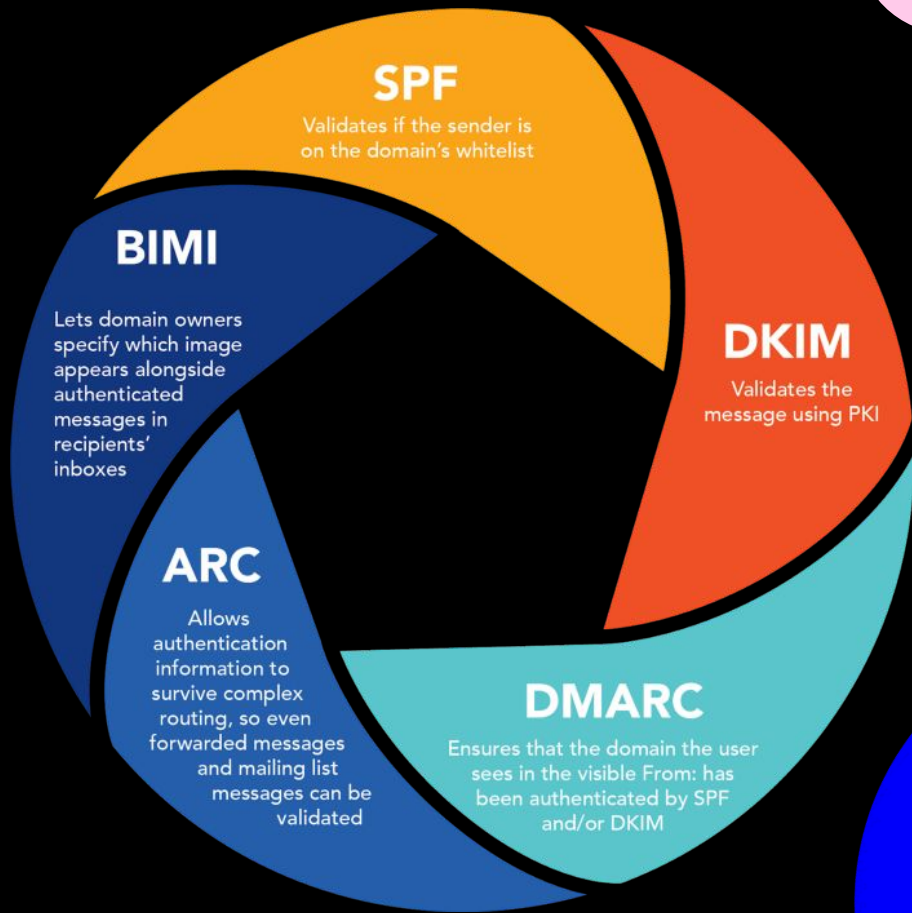


ARC & BIMI

- Authenticated Received Chain
- Brand Indicators for Message Identification

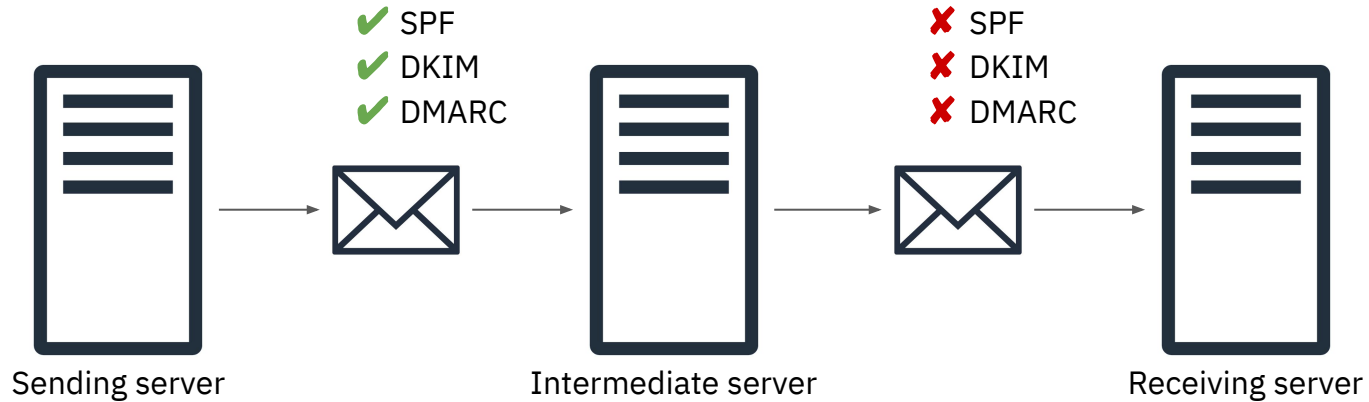


Authenticated Received Chain

01

ARC

What problem are we trying to solve?



ARC

How does it work?

Provides an authenticated “chain of custody” for a message, allowing each entity that handles the message to see what entities handled it before, and to see what the message’s authentication assessment was at each step in that chain

Allows authentication information to survive complex routing, so even forwarded messages and mailing list messages can be validated

ARC only allows for the confirmation of an authentication status that is already attached to the message. It must be used in conjunction with authentication mechanisms such as SPF, DKIM, or DMARC



ARC

How does it work?

ARC-Authentication-Results

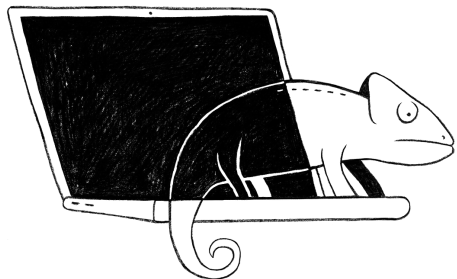
- Contains a copy of the locally generated Authentication-Results
- SPF, DKIM and DMARC

ARC-Message-Signature

- Signs the current message including normal headers but excluding ARC headers

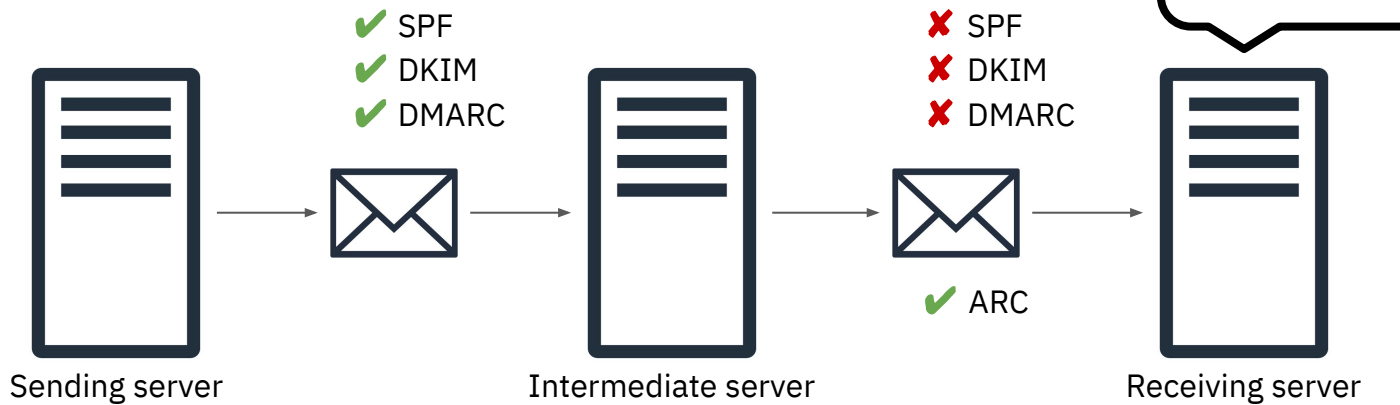
ARC-Seal

- Signs the current ARC headers along with all prior ARC Results and Seals.



ARC

With ARC implemented - maybe...

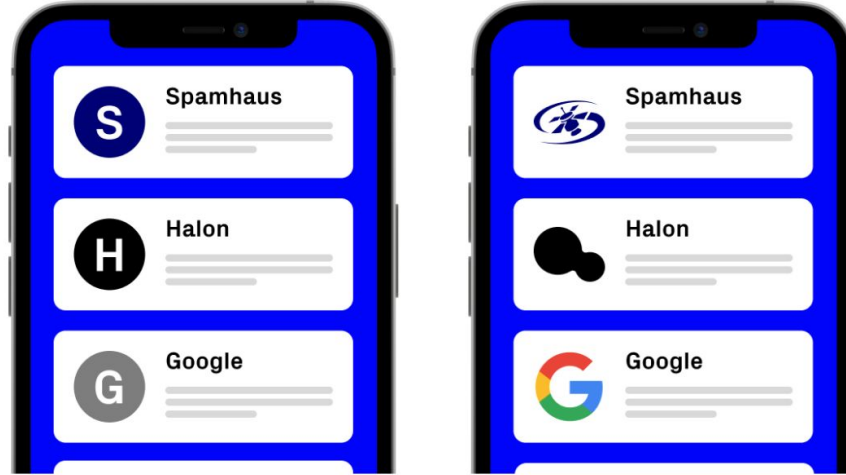


Brand Indicators for Message Identification

02

BIMI

What does it do?



BIMI

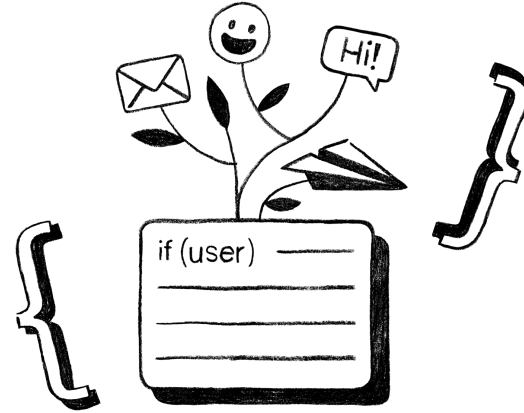
General requirements

- **DMARC enforcement**
Your domain needs to have a strict DMARC policy in place
- **SVG**
Your BIMI logo must be published in a specific SVG format
- **VMC**
You must obtain a certificate for your domain
- **DNS record**
A BIMI record must be published in your DNS
- **BIMI header**
The sending mail server must add a BIMI header



BIMI

Logo requirements



- **New SVG format**
SVG Tiny Portable/Secure - this is to ensure the logo is scalable and secure
- **Should be square**
and centered properly - might be displayed as a circle or square with rounded corners
- **Must be trademarked**
Limited to a number of trademark offices and logo must match the trademark exactly

BIMI

So what does “exactly” mean?



Conclusion

Final thoughts

ARC

- When forwarding messages you should implement ARC
- You should also implement SRS (Sender Rewrite Scheme)
- Do you absolute best to not break DKIM when forwarding messages

BIMI

- Helps drive DMARC adoption, “DMARC for marketers”
- High and expensive entry barrier
- Very nice reward after a successful DMARC project



Thank you!