How to Protect Your Company E-mails

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Article published on July 13th 2012 | Marketing

Do you use e-mail for your business? Well, these days, it has become one of the most powerful tools that you can use for your business. When it comes to communicating ideas, business plans, and information about the IT market, you will agree that these electronic messages are important assets to protect. A lot of data needed inÂ IT appointment settingÂ campaigns can be gleaned from an e-mail sent by prospects. And what data is learned, theÂ IT telemarketingÂ team can use it to be better in their desire to get moreÂ qualifiedÂ IT leads. But there is an issue about protection. How can you be sure that whatever data written there stays there? There are several steps that you can use, and some of these are mentioned below:

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1.Use encryption software for your e-mails and servers- one way to protect your company e-mail data is to encrypt it in your servers. This is very useful, especially if there are accidental leaks or anything. At least the unintended party will not be able toÂ quicklyÂ make heads or tails over what you wrote.

2.Verify the sender- do you know what can be a great challenge forÂ lead generationÂ work? It is having their data stolen by someone. In this case, it is just like as the old saying goes: â€˜look before you peekâ€™. Do not open e-mails if you are not sure who the sender really is.

3.Careful with web-based e-mail- not that you should shut them off entirely. There are a lot of web-based e-mail services that you can rely on, but keep in mind that these are pretty much easy to break into by hackers. So better keep sensitive data from it. Send it through some other way.

4.Teach your employees- risks from human negligence or curiosity can be great, so it pays to teach them how to do things right. Deliberate loss of data through e-mails can be rare, but the risk of an innocent or accidental transmission of data is very real. Show them how to use their e-mails responsibly.

5.Update your security software- more often than not, companies rarely update their computer software. This is a very bad practice. Sure, this might save a company a few dollars by not upgrading their systems, but think about the cost incurred in case a breach happens (which happens almost all the time). Better be ready than sorry, then.

6.Scan e-mail for contents- this is not exactly censoring, but it is a very handy tool to protect business data. You will want to protect sensitive details like credit card numbers, social security data, and other stuff that should not leave company territory.

7.Check your IT service- if you want to be sure that yourÂ sales leadsÂ will not be stolen, you have to make sure that your IT security service can be trusted. Investigate, try all kinds of service, and seek the opinions of others.

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These are just some ways you can protect your interests.

Article Source:
http://www.articleside.com/marketing-articles/how-to-protect-your-company-e-mails.htm - Article Side

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Article Keywords:
IT appointment setting, IT telemarketing, lead generation, sales leads, IT leads

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