

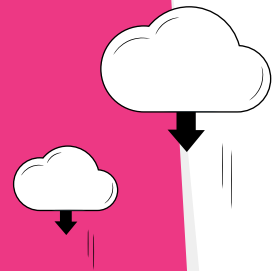
# Your Security Checklist For Email Service Providers

Use this checklist when you are looking for an email service provider or marketing automation software to ensure you cover important security requirements.



## Data Storage

- Is data stored in Australia?
- Does data ever leave Australian shores?
- Does the provider comply with the Australian privacy act?
- Is the platform spam act compliant?
- Do you own your data?
- Does the platform use or sell your data?

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## Customer Service and Support

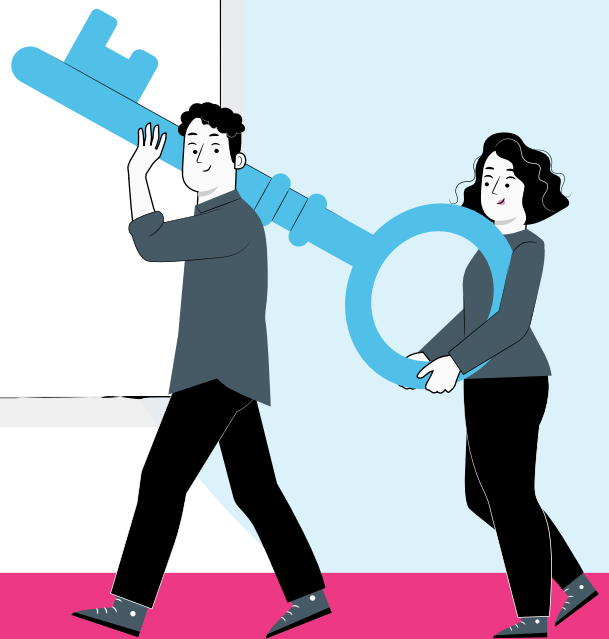
- Is the customer service support team based in Australia?
- Are they available Australian hours?
- What are their SLA for support actions?
- Is there a live chat?
- Is there email support?
- Is there an ability to share a screen?
- Does it have a knowledgebase?
- Do they have educational videos?

## Admin and User Access

- How many users does the platform allow?
- Does the platform allow 'role' levels?
- Does each user get their own login credentials?
- Are there password security measures?
- Can you access it via SSO (Single Sign On)
- Can you manage users and user details yourself?

## Accreditations and Certification

- Does the provider have an Accreditation?
- Does the platform have a Government Accreditation? (If you're a Government organisation)
- Is the provider ISO-27001 compliant?
- Is the platform an approved supplier?
- Is the platform IRAP Certified?



## Internal Security

- Does the software/platform perform regular penetration testing?
- Is there a spam policy implemented?
- Does the platform have the ability to block access to data?
- Does the platform have data disaster recovery plans in place?
- Does the platform undergo regular security updates?
- Will the platform allow you to perform security checks on staff?
- Is the data encrypted?
- Does the provider make regular backups of data?



## Database Capabilities

- Does the provider keep records of user actions?
- Is there a spam policy implemented?
- Does the platform have SSO (Single Sign-on)?
- Does the platform have MFA (Multi-Factor Authentication)?
- Can you test the email before publishing it?
- Does the platform have support for Outlook?
- Does the platform have a spam sender score?
- Does the platform use double opt-in?

## Email Deliverability

- Does the provider support DMARC configuration?
- Does the provider set up DKIM and SPF?
- How many sender email addresses can you have?
- Can you use your own dedicated IP?
- Does the platform warm up the dedicated IP for you?
- Does the provider have the option for a custom return path?
- Does SSL certification come with the service?
- How is reputation management handled to ensure emails are not blacklisted?
- What happens if a subscriber marks an email as spam?  
Does the provider offer troubleshooting services?

