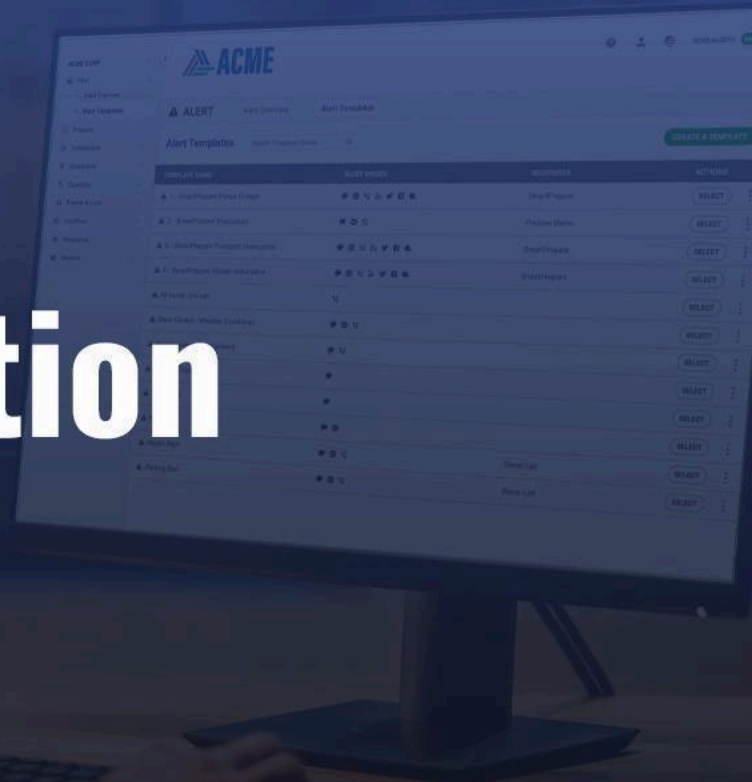




**CRITICAL COMMUNICATION
AND COLLABORATION**

Critical Communication



RAVE
MOBILE SAFETY

Rave Alert Release - Confirm Managed Contact Emails

Release: April 2024

***Disclaimer:** This document does not constitute a commitment to deliver the features and capabilities listed on the date listed. Best efforts will be made to meet the timeline; however, events may occur that cause release dates or content to slip. It also does not imply that the recipient is automatically eligible to receive all the features listed. Please contact your sales representative or client manager with questions.*

Comments or suggestions? Send them to product@ravemobilesafety.com

Release Summary

Email Confirmation Tools

Email service providers, led by Google and Yahoo, are [changing the requirements for email senders](#) to help protect recipients from unwanted messages through their platforms.

These changes include penalties against organizations that send unwanted messages or messages recipients mark as spam, such as reduced delivery speeds and automatic spam-categorization.

These Changes Affect External Email Addresses, Not Your Org Domains

These changes affect email addresses ending in @gmail.com, @yahoo.com and other external domains. Email domains you own, such as @yourorganization.com, will not be affected.

The upcoming April release of Rave Alert adds an email confirmation flow for external emails in new Managed Contact imports.

- Recipient automatically receives a confirmation email when you add their address as a new managed contact.
- Recipient clicks a unique link to confirm they want to receive your messages
- Prevents typos and entering of invalid email addresses
- Ensures recipients consent to receive messages on their personal accounts, ensuring your email alerts continue to reach recipients quickly and reliably

This Change Affects New Managed Contacts Added After the April Release

Existing Managed Contacts with external email addresses who have received an alert in the past 12 months will not receive confirmation emails.

Allow-List Updates

In our continued efforts to improve email deliverability and redundancy, we have updated our Allowlist documentation. Please have your IT department review so they can update any necessary settings.

What You Need to Do

Tell New Managed Contacts To Expect Confirmation Emails

Managed Contacts added to your system after April 18th will not receive your alerts until they confirm they consent to your messages. Tell them to expect a confirmation email to get started.

If you have any questions, please reach out to rave.support@motorolasolutions.com.

Have Your IT Department Review the New Allowlist and Make Any Necessary Changes

If your IT team has configured Rave IP's in your allowlist, you will need to update that configuration with the additional IP's we have added to our email platform.

To view the updated documentation with these additional IP's, download the document from the release email or visit the Get Help knowledge base in Rave Alert.

Changes in Email Provider Rules

Email service providers, led by Google and Yahoo, are [changing the requirements for email senders](#) to help protect recipients from unwanted messages through their platforms.

Recipient control and choice underpins many of these changes. Email providers are requiring all senders to make opt-out easy and consistent for recipients. They are also enforcing penalties against organizations that send unwanted messages or messages recipients mark as spam.

Unwanted messages can result in reduced delivery speeds and automatic removal of messages by spam filters so recipients never see them.

These Changes Affect External Email Addresses, Not Domains You Own

These changes affect external email addresses ending in @gmail.com, @yahoo.com and other external domains. Email domains you own, such as @yourorganization.com, will not be affected by these changes and will not include opt-out or confirmation changes.

Rave is updating our systems to meet these requirements and help you maintain accurate, compliant email directories when you use our system to message external email addresses. This will protect the delivery speeds and reliability you need, and help make sure your recipients do not mark your important emails as spam.

Confirmation Flow for Adding External Emails

With the April release, Rave Alert will automatically confirm Managed Contacts added to your system with external email addresses.

When you add a new address of this type as a Managed Contact, Rave Alert will send the recipient a confirmation email. This email identifies your domain so they know who will send them messages and provides a unique confirmation link. Recipients click this link to confirm their address and start receiving your messages.

----- Forwarded message -----

From: <no-reply@email.getrave.com>

Date: Fri, Mar 15, 2024 at 12:54 PM

Subject: Confirm your email to receive critical notifications from Rave Demo Org

To: <ravetest104@gmail.com>

Hello abc,

Please click the following link to confirm your email address in order to receive critical notifications from Rave Demo Org

https://www.getrave.com/email-confirmation/email/confirm?token=eyJhbGciOiJIUzI1NiJ9.eyJkYXRhIjp7InByb2R1Y3RlZCI6MSwidGVtcGxhdGVJZCI6MSwiZW1haWwQcmlvcml0eSI6MSwiZW1haWwiOiJyYXZldGVzdDEwNEBnbWVpY20ifSwic3ViljoierW1haWwDb25mU3ViamVjdCJ9.Ir59CzaUu0Yd_rUeIph0IcuYvDbbiehau5WZwZaSCCw

https://www.getrave.com/email-confirmation/email/confirm?token=eyJhbGciOiJIUzI1NiJ9.eyJkYXRhIjp7InByb2R1Y3RlZCI6MSwidGVtcGxhdGVJZCI6MSwiZW1haWwQcmlvcml0eSI6MSwiZW1haWwiOiJyYXZldGVzdDEwNEBnbWVpY20ifSwic3ViljoierW1haWwDb25mU3ViamVjdCJ9.Ir59CzaUu0Yd_rUeIph0IcuYvDbbiehau5WZwZaSCCw

If you have any questions, please contact your organization's administrator.

Confirmations send to public email addresses such as @gmail.com and @yahoo.com

Recipients receive a unique link to confirm their address. They click this link to start receiving messages.

This Change Affects New Managed Contacts Added After the April Release

Existing Managed Contacts with external email addresses who have received an alert in the past 12 months will not receive confirmation emails.

This change ensures recipient consent and prevents address typos, giving you more reach and better trust from your recipients.