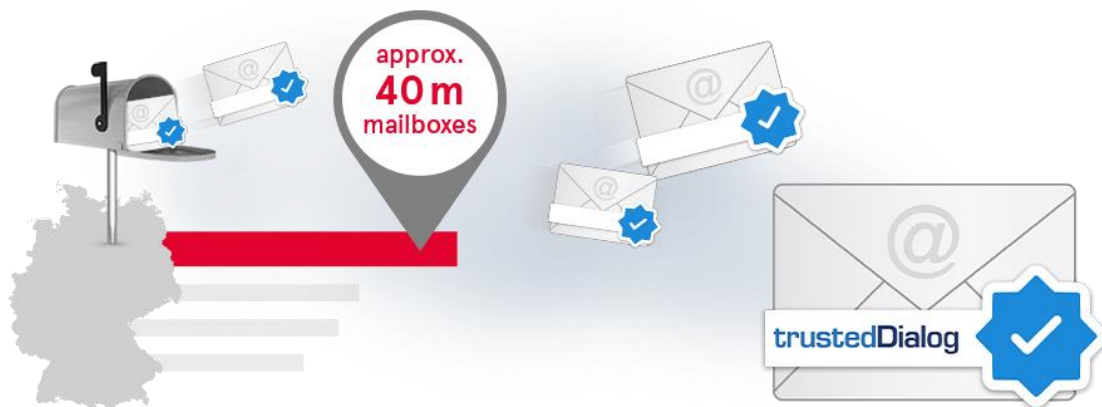


SPECIFICATIONS

TRUSTEDIALOG

trustedDialog ensures Trust in Digital Mailboxes



GMX



Table of Content

| | | |
|------|--|------------------------------------|
| 1. | Fact Sheet | 2 |
| 2. | Required Set-up Information for trustedDialog | 3 |
| 2.1. | DKIM signature integration | Fehler! Textmarke nicht definiert. |
| 2.2. | Logo Format Requirement | 3 |
| 3. | Important information | 4 |
| 3.1. | Recommendation for the use of dedicated IP addresses | 4 |
| 3.2. | IT security measure | 4 |

1. Fact Sheet

E-mails sent with trustedDialog stand out clearly from conventional e-mails in the inbox with a seal and brand logo. This is preceded by a multi-stage authenticity and integrity check.

The advantages of trustedDialog:

- Trustworthiness and visibility: Great trust in the authenticity of the sender as well as a high level of attention through the seal and brand logo.
- Branding effects even with unopened emails.
- Broad reach: Access to over 40 million email accounts with leading providers such as WEB.DE, GMX, 1&1, Telekom Mail and freenet.de.

If you have any questions, please contact our team: trusteddialog-pm@uim.de

Last updated: January, 2025

2. Required Set-up Information for trustedDialog

trustedDialog uses the domain-level authentication framework DKIM to assure the authenticity of e-mail senders. Therefore, you need a DKIM signature for all referring domains used. DKIM needs to be implemented by your e-mail service provider or your IT department.

2.1. DKIM signature integration

- Please send us an email from your mailing system from the desired domain to trusteddialog-test@uim.de.
- We can then read all relevant information of the DKIM signature for you from the header.
- Please make sure that your test mails do not contain any personal data.

Checklist Best Practice in Email Marketing (see point 3.2. for more information)

- You use a dedicated subdomain for your email marketing.
- Your DKIM domain and From domain are aligned, i.e. the same subdomain is used.

2.2. Logo Format Requirement

a) Logo (SVG format, aspect ratio: 5.5:1 (width:length))

- SVG file format (we cannot process pixel graphics in SVG files)
- Aspect ratio 5.5:1 (exact ratio very important for scalability; e.g. 550 x 100 pixels)
- Vectorized and in the sRGB color space
- White background or colored corporate design background (must be easily recognizable in both light and dark mode)
- Left-aligned on a white background, in the middle on a colored background

b) Avatar logo (SVG format, aspect ratio: 1:1 (width:length))

- SVG file format (we cannot process pixel graphics in SVG files)
- Aspect ratio 1:1 (exact ratio very important for scalability; e.g. 100 x 100 pixels)
- Vectorized and in the sRGB color space
- White background or colored corporate design background (must be easily recognizable in both light and dark mode)
- The logo should contain only a few details and be easily recognizable even at low resolution
- Position in the optical center (must function as a round logo)

3. Important information

3.1. Recommendation for the use of dedicated IP addresses

- We generally recommend the use of dedicated sender IP addresses to fully benefit from all trustedDialog advantages and build a reputation that is independent of other senders.
- Ideally, you should use the dedicated IP exclusively for trustedDialog campaigns so that you can be always recognized as a verified and privileged sender and your emails can be clearly identified as trustedDialog.

IT Security Recommendation

- We strongly recommend that a **dedicated subdomain** is used to send your **email communication** (newsletters and transactional emails such as DOI or confirmation emails). This is the best way to protect the reputation of your main domain.
- If employees in your company also send 1:1 communication via email programs such as Outlook via the DKIM domain to be activated for trustedDialog, then we will be happy to activate individual sender addresses for trustedDialog. The prerequisite is that a so-called **i-tag** is stored in the DKIM signature. We create this in our system and thus enable your employees to send 1:1 communication with trustedDialog. If you do not have the option of integrating an i-Tag, please let us know.
- This way, we jointly reduce the risk that any compromised or even deliberately abused employee accounts can be used to sign spam or phishing emails with trustedDialog.

Do you have any further questions?

United Internet Media GmbH

Karlsruhe

Brauerstraße 48

76135 Karlsruhe

Munich

Sapporobogen 6-8

80637 Munich

info@united-internet-media.de

www.united-internet-media.de

If you have any questions, please contact:

✉ Mail: trusteddialog-pm@uim.de