

Etere is Equipped with Sender Policy Framework (SPF)

Etere is equipped with Sender Policy Framework (SPF), an email validation system that detects email spoofing, spamming and phishing.



Etere logo



Email Icon

As part of its digital security framework, Etere has implemented **Sender Policy Framework (SPF)**, an email authentication protocol that allows receiving mail exchangers to check the authenticity of all incoming emails. It is designed as a validation system to prevent email spamming and phishing.

How it Works

SPF works by providing an automation that allows receiving email exchanges to check that incoming emails from a domain comes from the host that has been authorized by the domain's administrators. Email spamming and phishing often use forged addresses and SPF serves as a technique to prevent these emails. SPF also allows the owner of an internet domain to specify which computers are authorized to send emails from the addresses in that domain, by tapping on the the Domain Name System (DNS) records. Receivers verifying the SPF information may reject messages from any unauthorized sources before receiving the body of the message.

Benefits of the System

SPF helps owners of registered email addresses to specify their legitimate source IP and to configure an unsuccessful result for all other addresses. Receivers of emails with registered SPF would also be able to check the SPF and reject forgeries, thus reducing instances of spamming and phishing.

Why it Matters

A domain backed by SPF is less attractive to phishers as it makes it difficult to use it for illegitimate purposes. A domain backed by SPF also has a smaller chance of having legitimate emails blacklisted by spam filters on the receivers' end. Etere strives to secure our digital environment as part of our company's commitment to quality and reliability.

If you have any questions or feedback, please write to us at info@etere.com.



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About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

E-mail: info@etere.com