M³AAWG DMARC Training Series

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DMARC.org

October 22, 2012

M³AAWG DMARC Training Videos

(2.5 hours of training)

This is Segment 1 of 6
The complete series of DMARC training videos is available at:
https://www.m3aawg.org/activities/maawg-training-series-videos

Segment 1 **What is DMARC?** **(about 20 minutes)**	Segment 2 **DMARC Identifier** **Alignment** **(about 20 minutes)**	Segment 3 **DMARC Policy Records** **(about 30 minutes)**
Segment 4 **DMARC Reporting** **(about 15 minutes)**	Segment 5 **DMARC Information** **for** **Mailbox Providers** **(about 20 minutes)**	Segment 6 **DMARC Information for** **Domain Owners and 3rd** **Parties** **(about 40 minutes)**

What is DMARC?
DMARC Segment 1 – about 20 minutes

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Outline

Part 1

- Introduction to DMARC
  - Purpose and Goals
  - History
  - Roadmap

- DMARC Spec Overview
  - Identifier Alignment
  - DMARC Policy Records
  - Reporting

- Short Break

Part 2

- Information for Domain Owners
  - The Reporting and Compliance Process
    - Initial Record Publishing
    - 3rd Party Deployment Profiles
    - Report Processing and Analysis
    - Initial Policy Ramp-up
    - Ongoing Monitoring

- Information for Mailbox Providers
  - DMARC Policy Enforcement
  - Aggregate Reporting
  - Forensic Reporting

Things we won't cover

- Why phishing is a problem.

- How DKIM, SPF, DNS, SMTP, or XML work.

- How to combat abuse of cousin domains or the display name field.

- Phishing website investigation or takedown services.

Who is in the audience?

- Mailbox providers?

- Domain owners?

- Domain owners who use 3rd party senders?

- 3rd party senders (ESPs, hosting providers, etc)?

Intro to DMARC

DMARC = Domain-based Message Authentication, Reporting, and Conformance

- Authentication – Leverage existing technology (DKIM and SPF)

- Reporting – Gain visibility with aggregate and per-failure reports

- Conformance – Standardize identifiers, provide flexible policy actions

Intro to DMARC – Purpose and Goals

- Open version of existing private mechanisms for preventing domain spoofing.

- Standardize use of authenticated identifiers.

- Provide insight into and debugging aids for your authentication practices.

- Incent wider adoption of SPF & DKIM.

- Encourage iteration toward aggressive authentication policy.

Intro to DMARC – Non-Goals

- Address cousin domain abuse

- Address display name abuse

- Provide MUA treatment advice

- An enterprise security solution

- An incident response tool

- Provide delivery reporting

Intro to DMARC - History

- Private Prototype between Paypal and Yahoo – 2007

- Vendors being offering similar functionality – 2009 to present

- First Prototype DMARC records published - Feb '11

- Draft specification released - Jan 30th 2012, revised April '12

Intro to DMARC - Roadmap

- Interop Event - July '12

- Produce a final draft

- Submit to the IETF

This has been the first of six DMARC video segments

View the entire
M³AAWG DMARC Training Series
from the public training video pages on the M³AAWG website at:
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Messaging, Malware and Mobile Anti-Abuse Working Group

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