

DMARCsimple – DMARC, SPF & DKIM Glossary

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DMARC terminology

Definitions of DMARC, alignment, policy (p=), RUA, RUF and pct= to give teams a common language when discussing DMARC projects.

SPF terminology

Definitions of SPF, include:, DNS lookup limit, SPF flattening and PermError to explain why SPF sometimes fails and how to stabilize it.

DKIM terminology

Definitions of DKIM, selector and key rotation to explain how cryptographic signing works in practice.

Provider and ecosystem concepts

Definitions of primary mail platform, third-party senders, shadow IT and multi-domain MSP environments to describe typical real-world scenarios.