# Email Branding and Compliance Tips

* Use distinct helpdesk emails for each department (e.g., it@company.com, hr@company.com).
* Forward emails using aliases or rules from your mail server to Freshservice addresses.
* Ensure SPF and DKIM are configured correctly to prevent spoofing and spam filtering.
* Customize email templates with your logo, consistent signature, and helpful tone.
* Avoid jargon—keep messages clear, friendly, and informative.
* Include disclaimers or legal notices at the bottom of templates if required.
* Provide an opt-out option for non-critical messages, such as surveys, to remain compliant.