

Email #4

Subject Line: Important: Final Notice on Your Microsoft 365 Data Protection

Attachment: Declination Letter

Email Body:

Hi Joe,

Over the past several weeks, we've highlighted the serious risks facing your Microsoft 365 data, including cyber threats, rogue employees, accidental deletions, and the limitations of Microsoft's built-in protections.

To recap: Microsoft is NOT backing up all of your data, nor are they responsible for your data recovery. There are no native backup tools provided, and Microsoft will only retain deleted emails for 30 days. Your risk of data loss has never been higher.

We've strongly recommended Dropsuite's Backup and Archiving solution for your business to ensure your data stays secure and recoverable.

If you're not interested in purchasing backup coverage at this time, even though it is against our professional recommendation, kindly sign and return the attached addendum declining backup service which releases [MSP COMPANY NAME] from any liability or claim of harm in the event your company suffers an unforeseen data loss event within Microsoft 365.

If you have questions or would like to discuss further, please call me at [MSP PHONE NUMBER].

Cheers,

Eric Smith

Sales Associate

[MSP COMPANY NAME]