

## What you need to know about HTML blocking.

### WHAT IT IS

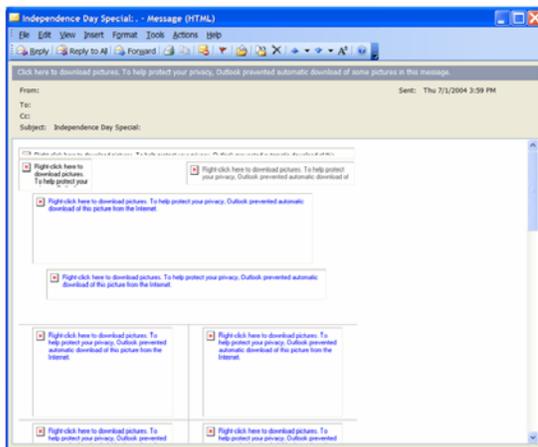
By default, Outlook 2003 blocks the automated retrieval of web-based images in email. This is true whether you view emails in the preview pane or open them fully. You will see the text of the email and any HTML formatting, but not the images. Note that this blocking does not affect images that are embedded in or attached to the email.

### HOW IT CAME ABOUT

HTML-blocking was an attempt to mitigate spam. Some spammers incorporate hidden links in their emails, aka "web bugs" or "web bots". By reading the email, you unknowingly tell the spammer that your email address is legitimate.

### THE EFFECT

Leaving the default setting as is will block all HTML images in all email you receive, spam or legitimate. Thus, if you receive an email newsletter, e-catalog, e-alert, email announcement or any other email that contains web-based graphics, the readability of that message will be diminished unless you take action. As the example below shows, the default setting in Outlook 2003 can render some emails completely unreadable.



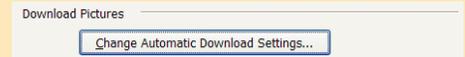
### THE FUTURE

We live in an HTML world. Most surveys show that over 95% of businesses accept HTML email. The default compose mode for Outlook is HTML. The vast majority of companies, including Microsoft, continue to send HTML-based newsletters.

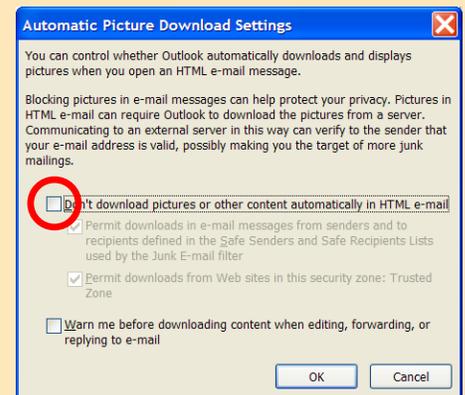
As for Anti-spam strategies, major companies including Microsoft, Yahoo, Google, and several standards bodies have shifted toward technologies that verify the authenticity of the sender, rather than restricting the content of the email. The bottom line is that, given its incredibly powerful messaging, user interaction and effectiveness, HTML email is here to stay.

### YOU HAVE OPTIONS

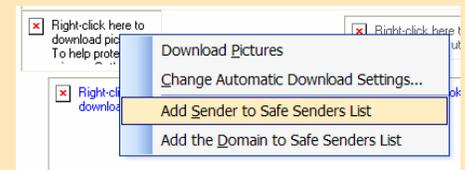
1. Remove image blocking entirely:
  - from the Tools menu in Outlook, choose Options
  - Select the Security tab
  - Click the "Change Automatic Download Settings..." button



- Clear the check box as shown



2. Add senders or domains to your whitelist
  - right click on one of the blocked images
  - select either Add Sender or Add Domain as desired



3. Use the InfoBar
  - right click on the InfoBar and chose an option as desired

