How to whitelist our emails

One of the reasons our clients love us, is because of the amount of advice and tools we provide for free to help with business growth, overcoming challenges or to comply with new legislation.

Whitelisting our emails ensure that when we email you with these updates, the email doesn't go to your junk or spam inbox. Whitelisting basically tells your email provider that you want to receive emails from us. See instructions below on how to whitelist our emails depending on your email provider.
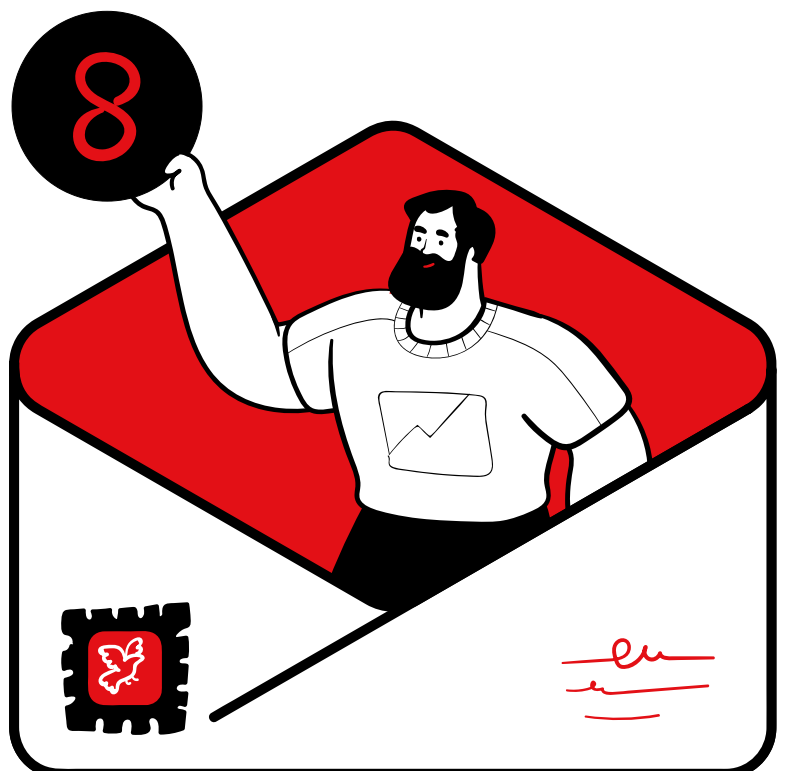
How to whitelist an email on outlook

Whitelisting a specific email address in Outlook works by adding the address to a group called "safe senders". To add an address or domain to safe senders:

1. Click on "Settings", then "View all Outlook settings".
2. Go to "Junk email", then choose "Safe senders and domains" or "Safe mailing lists" to select the domain or email you want to whitelist
3. Enter the email address

Alternatively, you can simply add an individual email address that has sent you an email to your Outlook Contacts, by doing the following:

1. Right-click a name on the To, Cc, Bcc, or From line.
2. Select Add to Outlook Contacts.
3. Add any additional details you want.
4. Select Save & Close.

How to whitelist an email on gmail

Add the address to your contacts

Add the email address that is sending you an email to your Gmail Contacts. Google will usually deliver emails from addresses that are in your Contacts.

Mark messages as "Not spam"

If Gmail has marked emails you wish to whitelist as spam, tell Gmail the emails are not spam.

1. In Gmail, navigate to the spam folder.
2. Search for emails containing the domain you wish to whitelist
3. Select all the emails shown.
4. Click More and then Not spam.

Create a filter for the address

1. Click the 'cog' icon in the top-right corner, and then See all settings
2. Click on Filters and blocked addresses and then Create a new filter
3. Click on Filters and then Create a new filter
4. Enter the email address you want to whitelist in the From field
5. Click Create filter
6. Options to select are – Star it, Never send it to Spam and Always mark it as important
7. Click the Create filter button