MailEssentials AI

Admin Guide

This document provides comprehensive administrative guidance for GFI MailEssentials AI, explaining how to configure AI-powered email content filtering, generate customized security rules, and enhance organizational protection against spam, phishing, and compliance risks.



Introduction

GFI MailEssentials AI is an advanced email security solution that uses AI to help organizations manage and secure their email communications. By automatically generating and updating email filtering rules, it protects against spam, phishing, malware, and data leaks—essentially the AI features help to create organization specific rules.

Overview



AI-Driven Automation

GFI MailEssentials AI asks targeted questions about your organization's structure, compliance needs, and data types.



Tailored Rule Creation

It generates precise filtering rules for both incoming and outgoing emails, including blocking, redirection, or marking messages as needed.



Privacy by Design

Only information necessary for rule generation is shared with AI, protected by strict access controls.

Purpose

GFI MailEssentials AI bridges the gap between complex email security requirements and practical implementation by:

- **Eliminating guesswork** in security rule creation.
- **Accelerating deployment** from weeks to minutes.
- **Ensuring compliance** with industry-specific regulations.
- **Reducing expertise barriers** for organizations of all sizes.

Whether you're protecting healthcare data under HIPAA, financial information under SOX, or personal data under GDPR, GFI MailEssentials AI ensures your email security rules align precisely with your regulatory and business requirements.

Benefits

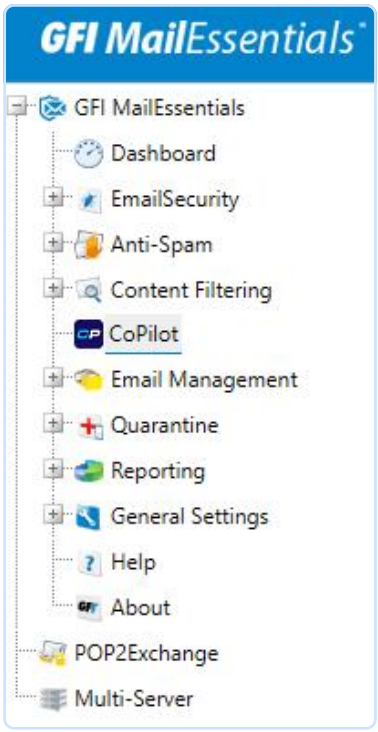
Benefits	Description
For IT Administrators	• **80% faster rule deployment** - Minutes instead of hours for security configuration • **Reduced false positives** - AI-optimized rules minimize legitimate email blocking • **Compliance alignment** - Rules created align to your regulatory requirements
For Organizations	• **Enhanced security posture** - Comprehensive protection against evolving email threats • **Improved productivity** - Clean inboxes and streamlined email workflows • **Cost optimization** - Reduced IT overhead and faster time-to-protection
For Compliance	• **Automated regulatory mapping** - Built-in knowledge of GDPR, HIPAA, SOX, and other regulations • **Audit-ready documentation** - Complete rule justification and compliance tracking • **Risk reduction** - Proactive data loss prevention aligned with industry standards

Getting started

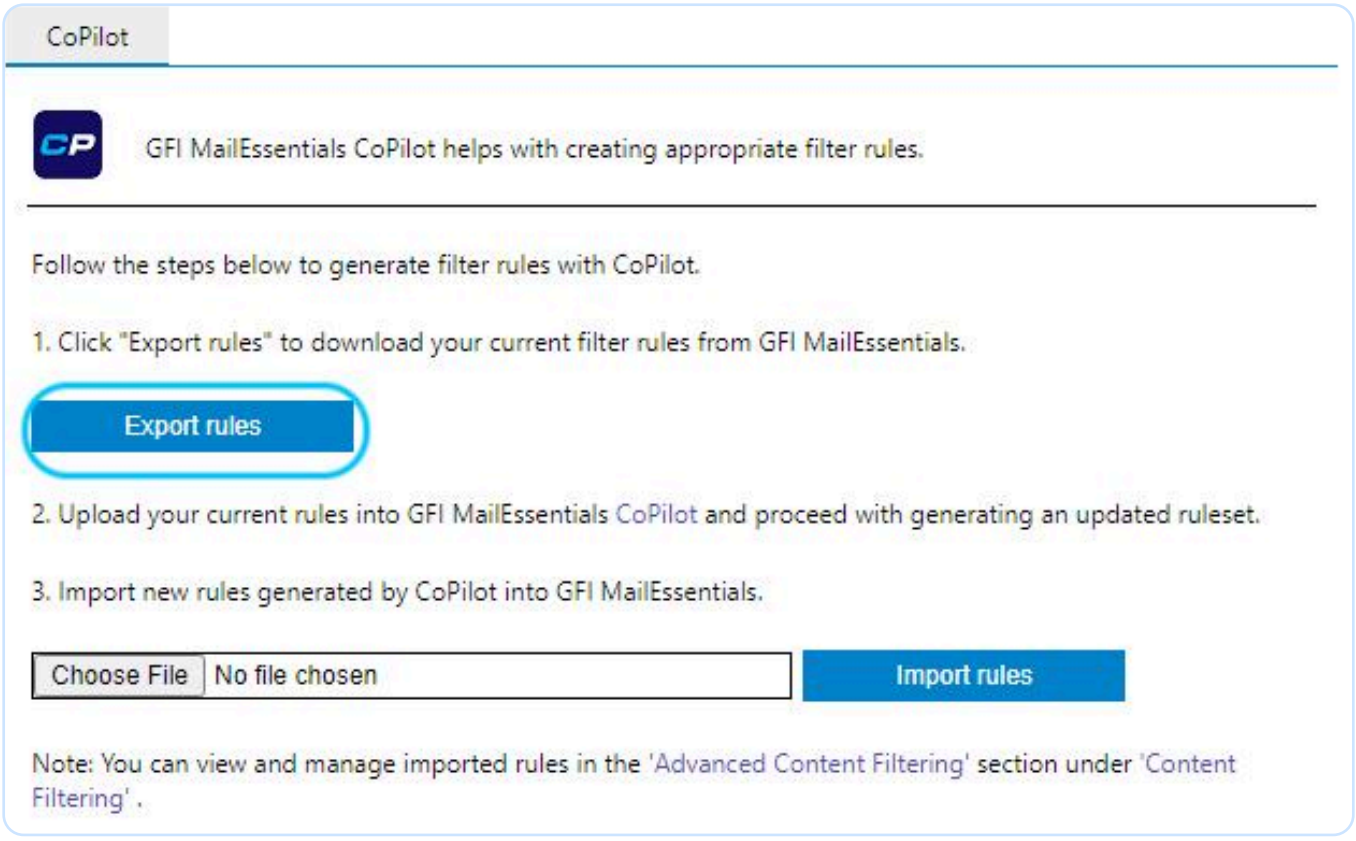
Follow the next few steps to configure and use the AI feature in GFI MailEssentials.

Step by step guide

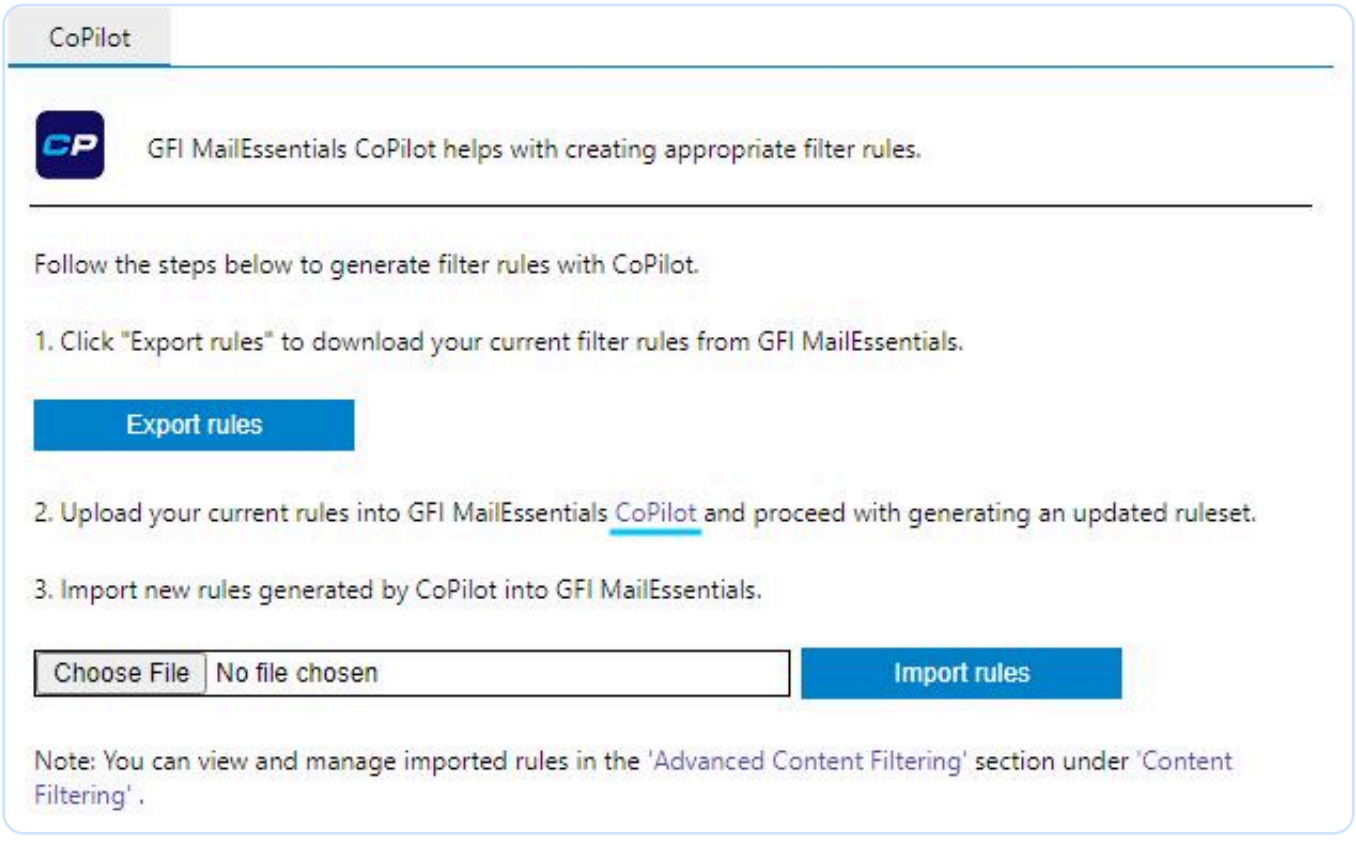
1. On the menu on the left go to AI option:



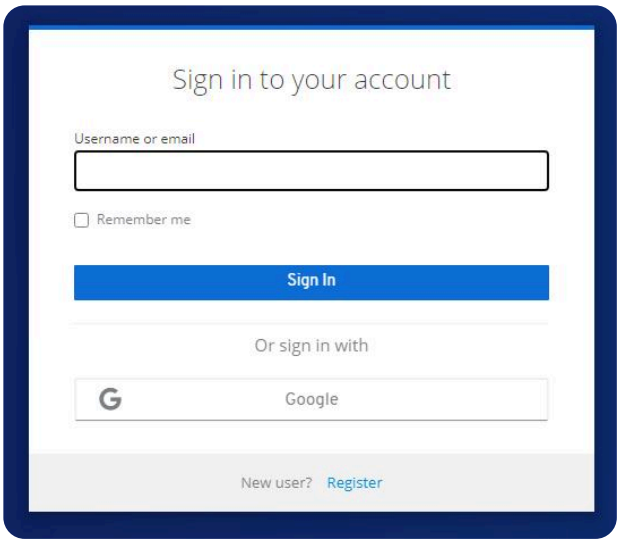
2. To start Click on "Export rules" to download your current filter rules from GFI MailEssentials:



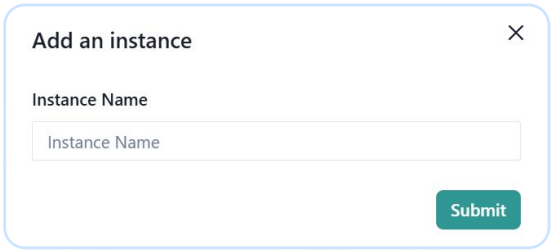
3. Access the GFI MailEssentials AI from the link provided.



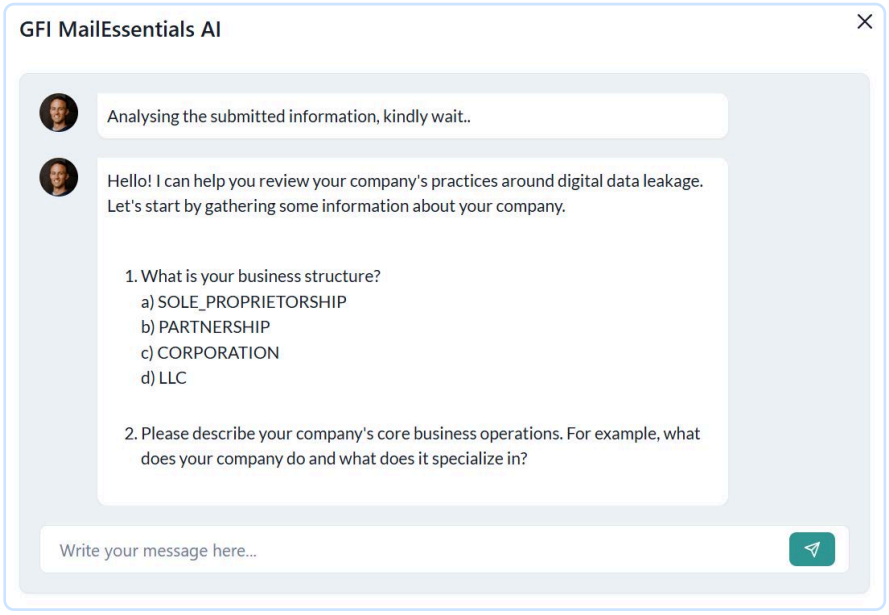
4. Sign into GFI AppManager or Register if you don't have an account.



5. If this is the first time using GFI MailEssentials AI you will need to add an instance:
   - Either directly on the pop-up or go to the upper right corner and click on the “Add instance” button.
   - Start by adding the instance name.
   - Click on Submit.



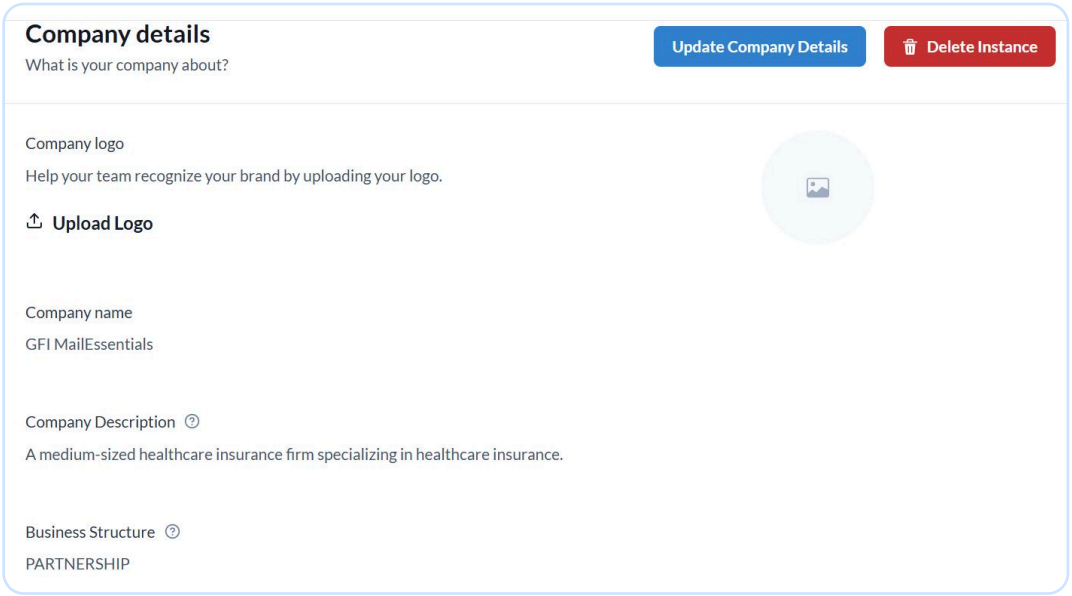
6. Fill out the information about your company.



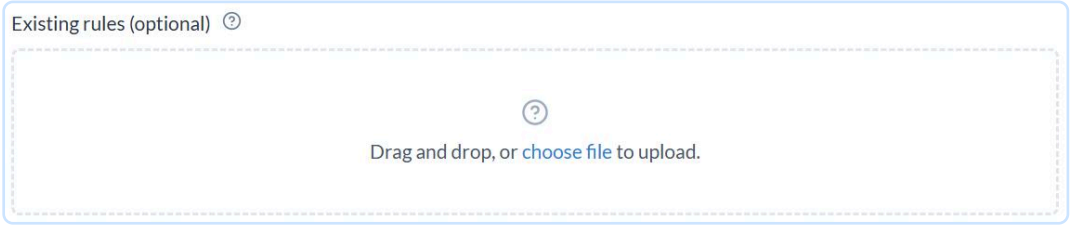
Field	Description
Company description	Enter a brief description of what your company does and what it specializes in. for example “We are a company that provides data analytics services to the healthcare industry”.
Business structure	Our business operates as a limited liability company (LLC), allowing us to offer flexible services while protecting our assets.
Registered In	We are registered in the United States, where we conduct all our business operations.
Customer locations	Our customers are primarily located in North America and Europe, ensuring a broad market reach.
Data Categories	We handle sensitive data including personal identification information, financial records, and health data.
Other important information	We prioritize compliance with industry standards such as ISO 27001 and GDPR to ensure data protection and privacy.

When you are done filling out the information click on the Submit button at the bottom.

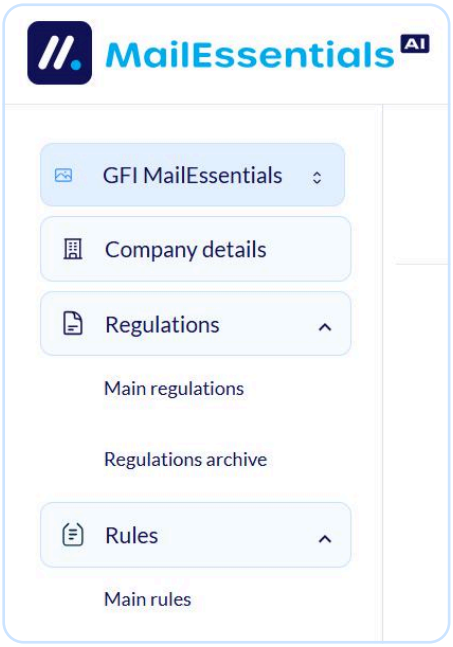
7. This triggers the AI processing after which you will be shown your company details, and allowed to update any missing or wrong information.



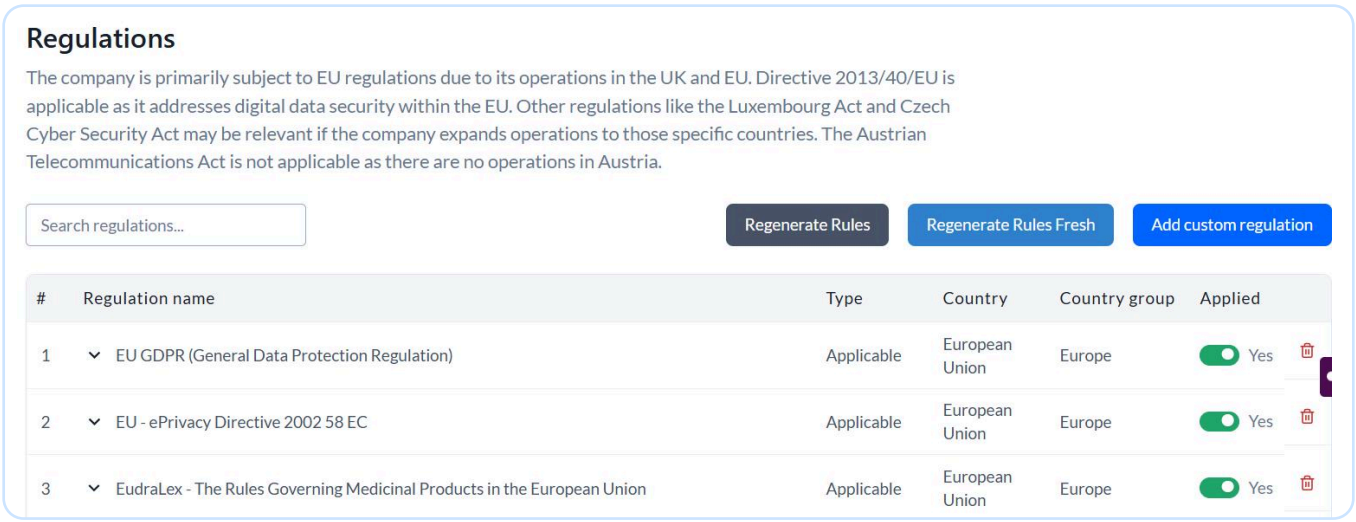
8. Scrolling to the bottom of this screen allows you to upload your existing rules.



9. When the creation is complete, and you click on the side button under Regulations - Main Regulations.

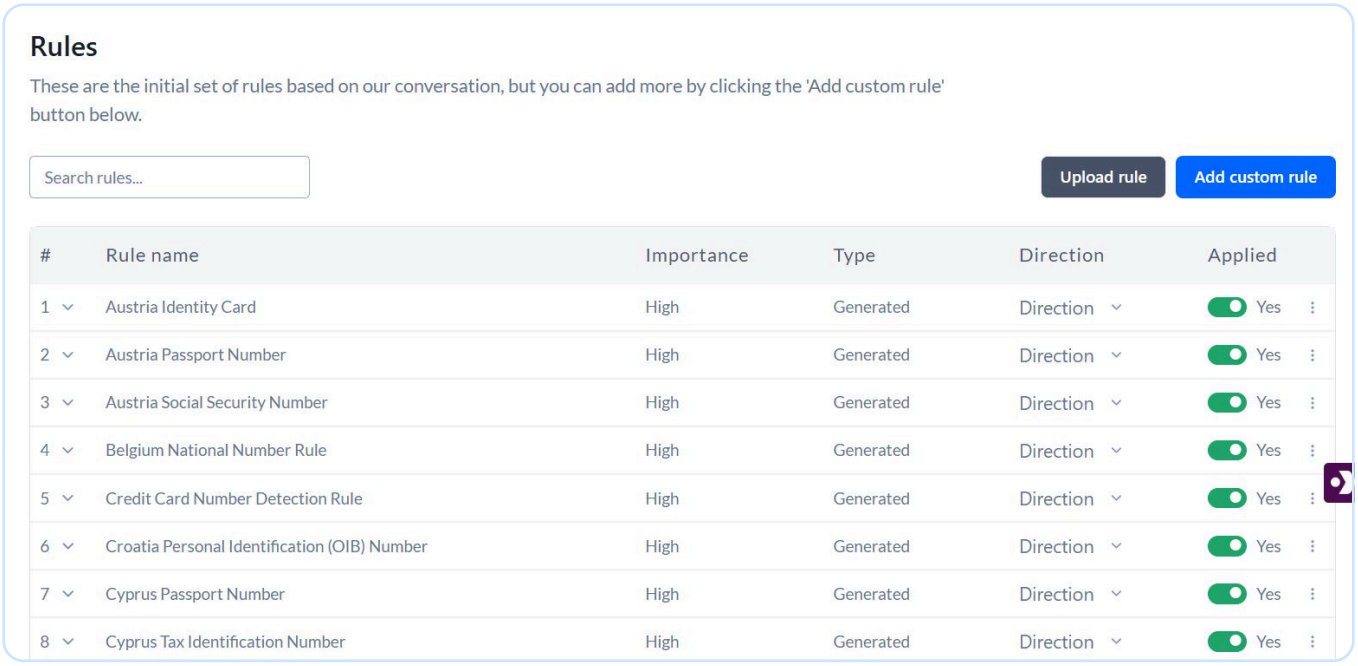


10. The above action reveals applicable regulations to your organization, and potential regulations, and buttons to allow you to generate rules.



- You can choose applicable regulations by toggling the button under "Applied" by default it is set to "Yes".
- You can add "Add Custom regulations".
- You can Regenerate Rules.

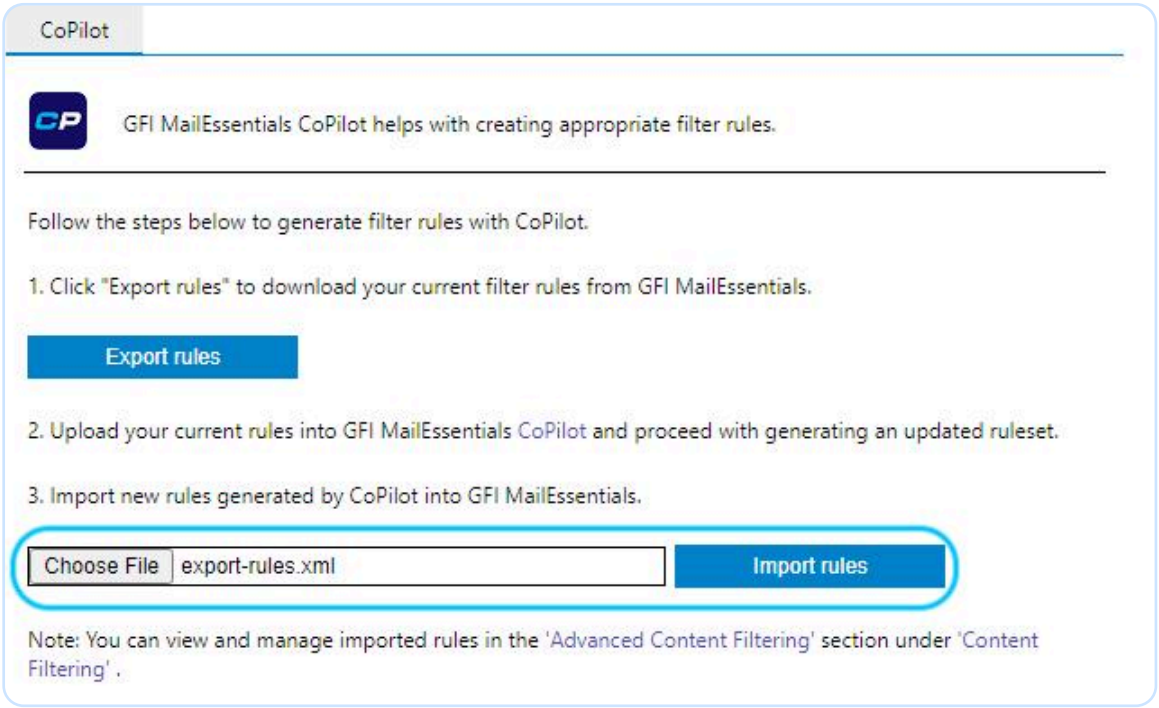
11. Click on Main Rules to reveal the rules that have been created:



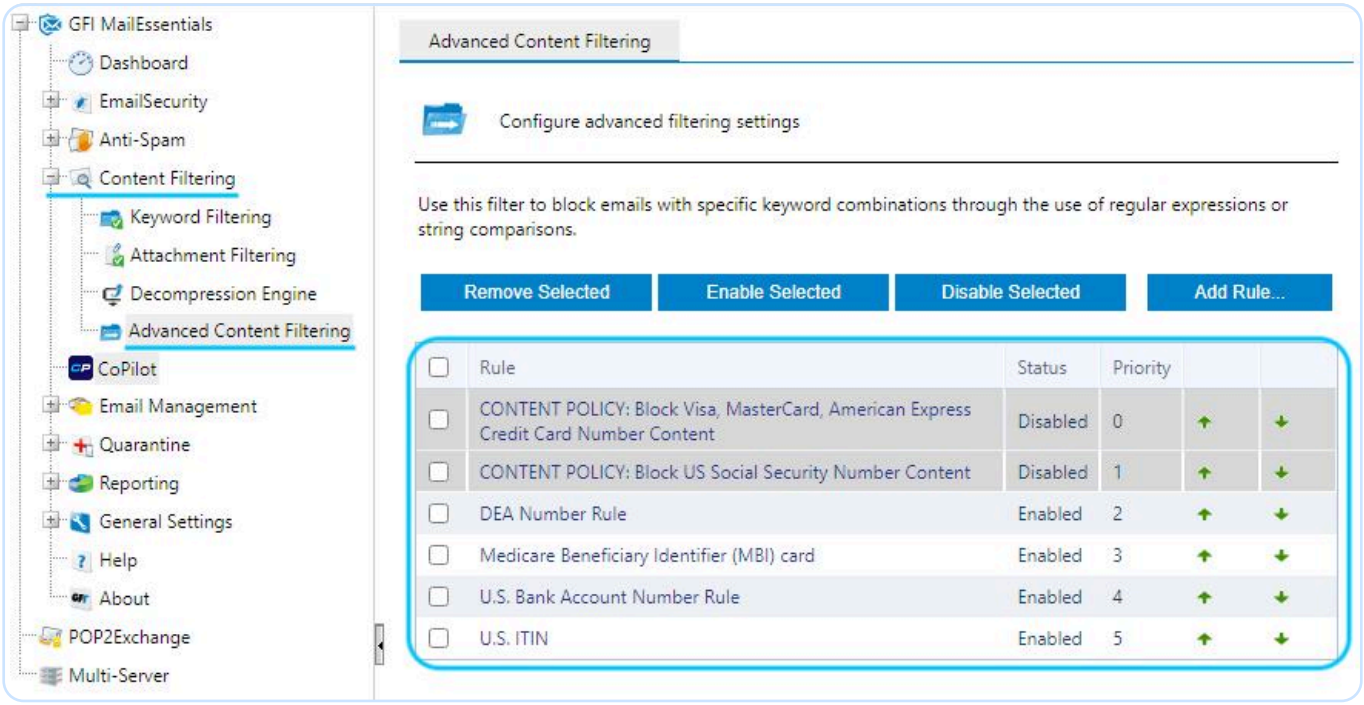
- You can choose rules you want applicable by toggling the button under "Applied" by default it is set to "Yes".
- You are able to "Add custom rule".
- Upload and Export Rules.

12. Click on Upload to export the rules.

13. At this point you can navigate back to the GFI MailEssentials AI console and import the file. The message “Processing complete” will appear.



14. To verify that the rules were imported successfully you can navigate to Content Filtering > Advanced Content Filtering.



15. From here you can perform the usual actions on the rules like enable/disable/remove or adjust the priority.

Data Handling and Processing Privacy

The GFI MailEssentials AI is committed to protecting user privacy through strict data privacy measures. It processes only the data that users have explicitly supplied or predefined through configuration rules. This data is deleted after a predefined period, adhering to data minimization and privacy by design principles. Focusing solely on the necessary information for its operations, the AI avoids collecting or processing excess data, thus safeguarding user privacy and enhancing trust in its data handling practices.

> By using GFI MailEssentials AI you acknowledge that your data will be transmitted to OpenAI and Anthropic, subject to their data retention policies, but not used to train their models.

Refer to the OpenAI Privacy Policy and Anthropic Privacy Policy for more details.

Important: No email data will ever be uploaded or handled by GFI MailEssentials AI.

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