

BEFORE YOU SEND THAT GROUP EMAIL

Protect recipient addresses and avoid common Outlook mistakes

CHOOSE THE METHOD	CHECK THE AUDIENCE	USE TO, CC OR BCC CORRECTLY	VERIFY EVERY ADDRESS	CHECK THE MESSAGE AND	PAUSE BEFORE SENDING
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BCC HIDES THE RECIPIENT LIST — IT DOES NOT SECURE THE MESSAGE

STEP 5 — CHECK CONTENT

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| ☐ Is ordinary email appropriate? | ☐ Correct subject line |
| ☐ Would a mailing platform be better? | ☐ Correct message body |
| ☐ Should a document be shared securely instead? | ☐ Correct customer or organisation name |
| | ☐ No confidential previous history in thread |
| | ☐ No personal data for a different recipient |

STEP 2 — CHECK THE AUDIENCE

- ☐ Does every recipient need the message?

STEP 6 — CHECK ATTACHMENTS

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| ☐ Would seeing the group reveal personal information? | ☐ Correct file and correct version |
| | ☐ Correct recipient access |
| | ☐ No tracked changes or comments |
| | ☐ No hidden sheets, rows or metadata |
| | ☐ Secure link used where more appropriate |

STEP 3 — CHOOSE THE FIELD

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| ☐ To: main visible recipient | |
| ☐ Cc: only people who genuinely need visibility | |
| ☐ Bcc: unrelated external recipients | |

STEP 7 — FINAL PAUSE

STEP 4 — VERIFY ADDRESSES

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| ☐ Check each full email address | ☐ Review To |
| ☐ Check similar names carefully | ☐ |
| ☐ Check external-recipient indicators | ☐ Review Bcc |
| ☐ Remove incorrect autocomplete suggestions | ☐ Confirm sender mailbox is correct |
| ☐ No former staff or obsolete contacts | ☐ Consider a short send delay |
| | ☐ Press Send only when satisfied |

STEP 8 — IF SOMETHING GOES WRONG

- ☐ Report it immediately
- ☐ Record what was sent and to whom
- ☐ Preserve evidence — do not delete the message
- ☐ Revoke file links where possible
- ☐ Follow the organisation's incident process

To, Cc and Bcc: What Recipients Can See

Field	Who receives it	Who can see the address	Common mistake
To	Primary recipients	All other ordinary recipients	Adding a large external list
Cc	Informed contacts	All other ordinary recipients	Copying unnecessary people into long threads
Bcc	Hidden recipients	Not visible to To or Cc recipients; Bcc recipients cannot see one another	Assuming Bcc makes the content secure

BCC EMAIL
• Small, occasional, one-off messages
• No unsubscribe management
• No delivery analytics
• No suppression lists
• Volume limits may apply

MAILING PLATFORM
• Newsletters and recurring campaigns
• Built-in unsubscribe and consent records
• Delivery reporting
• Suppression and segmentation
• Designed for volume sending

Remember

Before sending a group email, decide whether every recipient should be able to see every other recipient. Bcc hides addresses — it does not encrypt the message, prevent forwarding or replace a proper mailing platform.

If recipients should not see one another's addresses, use Bcc or choose a more appropriate communication platform.



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