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Generated on 25/11/2026 12:18

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Account and password e-mails: welcome, address confirmation, new sign-in alerts and one-time reset links

SMTP Relay & Transactional

CODE	VERSION	COUNTRY · LANGUAGE
RLX-INT-KB-8484	v2026.11.25	International · English

MozOut International
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Tax no. (SARS) 943 907 6234 · Registration no. (CIPC) 2025/667953/07

https://www.my.mozout.com/knowledgebase/8484

Account and password e-mails: welcome, address confirmation, new sign-in alerts and one-time reset links

SMTP Relay & Transactional Created on **November 25, 2026** 3 min read



The short answer: there are four e-mails that go out the moment the person does something: creates the account, confirms the address, signs in or asks for a new password. They go out straight away, with no `send_at`, each from its own template. The one-time link and its expiry are created by your system: Email Center delivers the e-mail; it does not store or check passwords.

The four e-mails

E-mail	When it goes out	What it carries	What it never carries
Welcome	Right after the account is created	The name, how to sign in and where to get help	The password
Address confirmation	After sign-up, or when the person changes the e-mail	A confirmation link, with an expiry	Other account details
New sign-in	When your system sees a sign-in from a new device	Date, time, device and what to do if it was not them	A link to sign in
Password reset	Right after the request	A one-time link with a short expiry	The password, old or new

The password reset, step by step

1. **Your system creates a random code**, stores it with the time of the request and builds the link, such as `https://www.yourcompany.com/reset-password?token=...`.

2 **It sends the e-mail** with the reset template, with `{{name}}` and `{{link}}` in `variables` (example below).

3 **When the person opens the link**, your system checks the expiry, for example 30 minutes, and deletes the code: the link does not work a second time.

4 **On screen, always show the same sentence**, such as "if the address has an account, we have sent a link", whether or not the account exists. That way nobody uses the form to find out who is a customer.

```
curl https://api.mozout.com/v1/email/messages \
-H "Authorization: Bearer sandbox_..." \
-H "Content-Type: application/json" \
-H "Idempotency-Key: reset-joao-20261125-1012" \
-d '{"from": "Your Company <account@yourcompany.com>",
"to": "joao.fernandes@example.com",
"template_id": 14,
"variables": {"name": "João",
"link": "https://www.yourcompany.com/reset-password?token=..."}}'
```

Wrong and suppressed addresses

If the address has a typo, the e-mail bounces (`bounced`). With a permanent bounce, the address goes on the **suppression list** and stops receiving. If a request only has suppressed addresses, the API answers `422` with the reason `all_recipients_suppressed`. In that case your system should ask the person to check the address, instead of saying the e-mail was sent.

Through the **webhook**, the `email.bounced` event reaches your system, which can mark the account's e-mail as unconfirmed.

What the customer types goes in as text

In the HTML, variable values are escaped: a name with `<` or `&` shows as text, not as code. That is what you want in these e-mails, because the name comes from a form that anyone can fill in. See **templates with variables**.

The content of each e-mail stays in the Email Center log for 30 days.
That is why the reset link should work for a short time and only once: anyone who reads it in the log after that can no longer use it. And the password never goes in the e-mail. See **the Email Center log**.

Always use the same sender for these e-mails
, such as `account@yourcompany.com`. Customers learn to recognise it and spot an imitation sooner. See **how to recognise a phishing e-mail**.

RECOMMENDED

Want account and password e-mails to go out from your system on their own? See the Transactional E-mail page.

See Transactional E-mail →

SEE ALSO

- Transactional e-mail templates with variables: write once, fill in each customer's details
- The Email Center suppression list: why an address stops receiving and how to remove it
- Email Center webhooks: receiving delivery, bounce and complaint events in your system
- The Email Center log: finding an e-mail, filtering it and why the content goes after 30 days
- Password reset, order and invoice e-mails: what a good transactional message says, with examples
- How to recognise a phishing e-mail or message, and what to do if you clicked

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