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# I am not receiving Marketing Cloud's identity validation email. What should I do? [1]



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Marketing Cloud will occasionally ask users to verify their identity when logging in. This verification occurs when Marketing Cloud sends the user an email containing a verification code that is copied and pasted back into Marketing Cloud. **But what happens if you never receive the verification code email?**

A few tips:

1. First, **check your spam folder** to see if the message was inadvertently delivered there rather than to your inbox. If the message is not in your spam folder, proceed to step two.
2. **Clear your cache and cookies**, or use an **incognito browser window**. Try to login again. If this does not resolve the issue, proceed to step three.
3. **Ensure that your browser is fully up-to-date**. Try to login again.

If you complete these steps and are still not receiving the verification email as expected, please contact your eComm specialist [3].

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