

OECD WORKSHOP ON SPAM

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ETNO

(European Telecommunications Network Operators' Association)

Regulation and Self-Regulation

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ETNO, the voice in Brussels of Europe's telecom and electronic communications operators, has been at the forefront of policy and regulatory affairs in telecommunications since 1992

Our membership — 40 of Europe's largest and most established telecom groups in 34 countries — forms the backbone of the industry. It makes ETNO the primary policy link between EU institutions and European telecommunications companies

How do operators fight against spam?

SPAM: "Suspect, Problematic or Annoying Mail"

Initiatives developed by ETNO member companies:

- self-regulatory measures (Black & White Lists)
- technical solutions
- user empowerment

Using Black lists and White lists (I)

TYPES OF BLACK LISTS

➤ **Anarchist black lists:**

- fighting spam is seen as a game
- designed to blackmail operators
- not very serious proposal

➤ **Commercial black lists:**

- managed by companies
- collecting junk mail messages and analysing their origin
- they can be trusted

Using Black lists and White lists (II)

WHITE LISTS

- generating a list of accepted senders
- very restrictive and not very functional

ROBINSON LISTS

- recording a list of addresses not wanting to receive commercial e-mail
- failure: repeatedly sabotaged by malicious spammers

Using technical solutions (I)


Filters for incoming mail:

90% of anti-spam technical solutions focus on blocking the entry of the undesired e-mail

- offered as an additional service to mail solutions
- they can consist of:
 - a filter using “signatures” and black lists
 - a filter using heuristic and bayesian techniques

Using technical solutions (II)

Filters for blocking outgoing mail:

- studies on the viability of these filters
- the outgoing email for ISPs customers is sent via the ISP own mailplatform  facilitating control & scanning

Awareness raising

Operators develop major awareness campaigns

- informing users of those acts prohibited under the current regulatory framework
- providing users with advice and practical tips

Operators manage claims in a diligent manner

- simplifying claim process
- Abuse Desk Services

How public administration can contribute to fight against spam?

We all agree on the global dimension of spam...



- importance of **international co-operation**: need for multilateral and bilateral agreements between E.U. and third countries
- regulatory authorities should develop **awareness policies** promoting proper use of the Internet amongst citizens
- creation of a type of “**official black list**”
- **handling of claims by the Administration** (i.e. through the National Data Protection Authorities)

However...

- Public authorities should not hinder the development of new technical solutions through **inappropriate regulation** or by imposing specific technologies to fight against spam
- Freedom to develop new solutions (market driven) without regulatory or policy barriers should be the rule

Conclusions

- ETNO members are fully committed to innovate further in developing new technical solutions
- Spam needs a joint effort of all stakeholders at a global level
- Therefore, ETNO fully supports any action at the EU level and at the international level to combat spam



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