



Giving the consumer the technology

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'Top 10 Spam' List Of 2003

- 1. Viagra online** (also: xanax, valium, xenical, phentermine, soma, celebrex, valtrex, etc)
- 2. Online pharmacy/chemist** (also: 'online prescriptions')
- 3. Get out of debt** (also: 'special offer')
- 4. Get bigger** (also: 'satisfy your partner'; 'improve your sex life')
- 5. Online degree** (also: 'online diploma')
- 6. Lowest mortgage rates** (also: 'lower your mortgage rates'; 'refinance'; 'refi')
- 7. Lowest insurance rates** (also: 'lower your insurance')
- 8. Work from home** (also: 'be your own boss')
- 9. Hot XXX action** (also: 'teens'; 'porn')
- 10. As seen on Oprah**



Not To Mention.....Spam About Anti-Spam!!!

Spam Eliminator Pro (3.43Mb)

**Automatically Blocking Spam tool.
Automatically identifies and removes junk email.**

*** Save time, reduce annoyance. Spam Eliminator built-in scanning tools spare you from having to download and manually delete loads of unwanted, dangerous, or offensive email.**

*** Stop spam from day one!!**

Download Spam Exliminator Now – Just \$9.99



The Spammer's Toolbox

- Falsified Header/Transmission Information
- Abuse of Free E-Mail Services
- Open Proxies / Relays / FormMail
- Zombie Networks
- Compromised Systems / Malware
- Account Gathering/Identity Theft



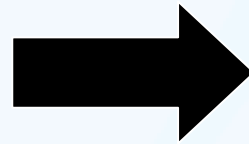
Multi-faceted Approach In The Fight Against Spam

- **Education and information**
 - Consumers – don't fall for the spammers' tricks
 - ISPs – don't leave the door open to spammers
- **Legal**
 - Legislation – ensure that the real activities of spammers are criminalised
 - Legal action – hit 'em where it hurts € \$ £
- **Technology**

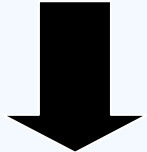


A Layered Defence

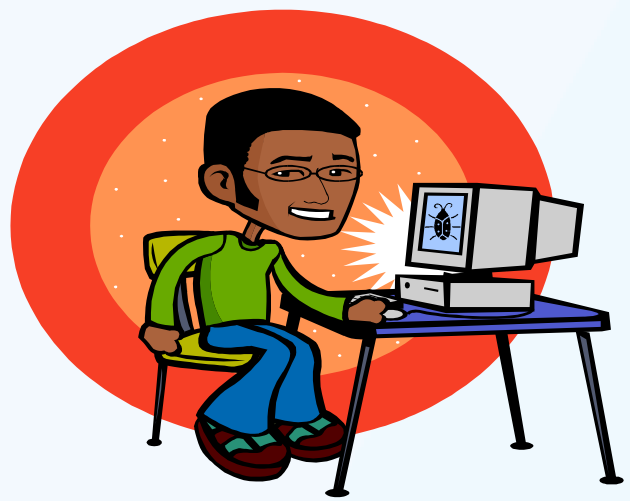
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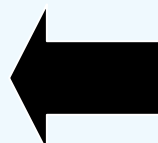
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Network blocking



Global
'Intelligent'
Filters



Local
Custom
Filters



Spam



Network Technology Solutions

PROBLEMS

Domain 'forgery' makes emails seem as if they come from well known brands or legitimate sources

Spammers constantly adapt tactics to beat generic filters and make it hard to distinguish legitimate email

TECHNOLOGY SOLUTIONS

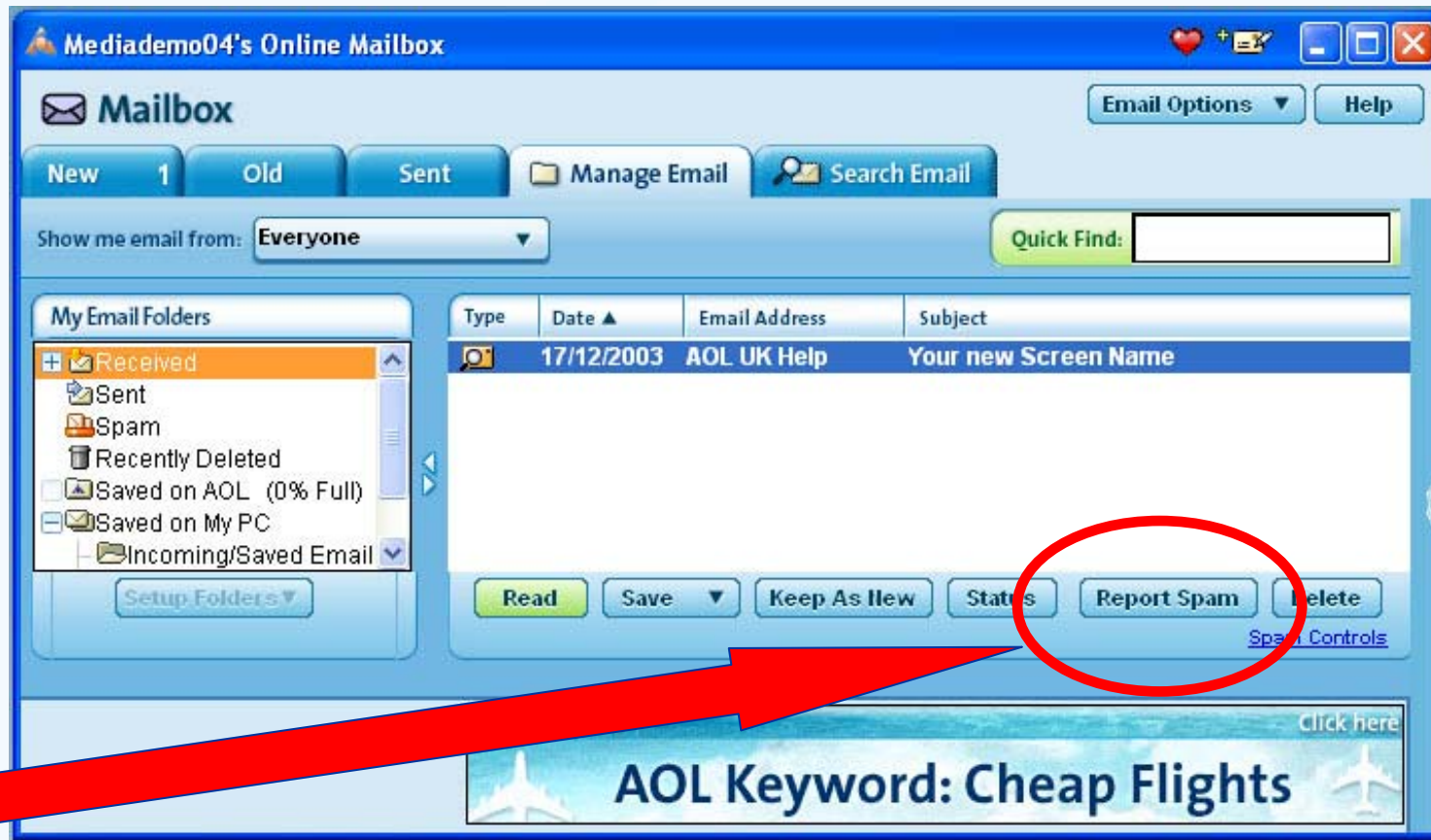
Authentication protocols will instantaneously verify whether an email originates from where it says it does

Adaptive filtering will 'learn' from what customers nominate as spam and what email they want to receive



Letting The Consumer Decide

- Report Spam button on the AOL client software enables instant notification and deletion of the email



Other Consumer Level Technical Initiatives

- Spam Folder
- Image Link Suppression
- Email prioritisation
- Member Education



Special Protection For Children

- Parental Controls
- Guardian
- Mail Controls
- Internet Access Controls



A Future Without Spam?

- **Technology is only part of the answer – consumer education is vital**
- **Control needs to also be in the hands of the consumer to decide the emails they want and those they don't**
- **Hacking will increase in order to exploit network vulnerabilities so relevant updates to legislation are required**
- **Anti-virus and firewall protection are important in this respect**
- **Industry cooperation has brought significant benefits and will need to continue to ensure policies and technical solutions are agreed and coordinated**



Contact Me If I Can Help You

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Thank You

