

[The London Action Plan]

An International Strategy for
spam enforcers

Elena Gasol Ramos, US Federal Trade Commission

[The challenge of spam]

Inherently a cross-border problem

Variety of stakeholders

**Need for enhanced cooperation:
internationally/nationally**

**cross-agency (Consumer Protection Agencies, Data
Protection Agencies, Telecommunications Agencies)
criminal/civil authorities
private sector**

[What is the LAP?



Informal network of spam enforcers

Based on a simple work plan

Agency to agency, non binding

'Best efforts' to improve international enforcement and education cooperation against illegal spam

[Who are Members?



27 agencies from 21 jurisdictions

13 Private sector representatives

OECD, EC endorsement

...and growing

[What does the LAP do?]



Provide points of contact

Regular teleconferences

Discuss cases, enforcement strategies and investigation techniques

Work on joint enforcement and educational projects

[Who can be a Member?]



Spam enforcement agencies

Relevant private sector representatives

No technical requirements

Contact Elena Gasol at egasolramos@ftc.gov

[Operation spam zombies: A LAP project]



Educational Project to address computer hijacking

23 countries involved

Objective: reduce the number of zombie computers

Cost of participating: 0

**You also can take part! contact Markus Heyder
mheyder@ftc.gov**

[Questions?]



Contact

Elena Gasol Ramos

Legal Advisor for international Consumer Protection

US Federal Trade Commission

Tel: 202 326 3102

egasolramos@ftc.gov

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