

Awareness/Education – Empowering Users Against SPAM

For

***ASEAN TELECOMMUNICATIONS
REGULATORY COUNCIL (ATRC)***

***Briefing by
Mohd Nazeem Mohd Nasir
TM Net Sdn Bhd***

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- ❖ CfM is body that was formed to meet the requirements of the Communications and Multimedia Act 1998.
- ❖ It is a body which represents the voice of not only the consumers but also the service providers in the Communications and Multimedia Industry, which include the Internet Service Providers.
- ❖ Amongst the Objectives of CfM is to formulate Codes for the Industry with regards to Service Provisions.
- ❖ The General Consumer Code of Practice (GCC) was registered with the Malaysian Communications and Multimedia Commission in October 2003.
- ❖ The GCC acts as an umbrella code, where other sub-codes addressing specific services of the Industry will reside.
- ❖ The GCC and its sub-codes are binding on the licences of all Service Providers licensed by the MCMC.
- ❖ As a member organisation of CfM, TM Net Sdn Bhd led the drafting of the Internet Access Service Providers Sub-Code (IASP) which has provisions into the issue of spam.

Others...

- ❖ Apart from the IASP Sub-code, CfM is also working together with MCMC and several Service Providers on a Consumer Toolkit which would inform and educate the public on matters such as spam .
- ❖ CfM, under the purview of its Education and Awareness Committee, do embark on roadshows throughout Malaysia in its effort to inform and educate the public on matters which include spam.
- ❖ CfM plans to have more TV-Radio interviews on its role, the GCC and its sub-codes, which include spam.
- ❖ Print media has and will run articles on CfM, its role, the GCC and its subcodes and touch on issues which include spam.
- ❖ In the future, CfM will release its own news bulletin - most probably through the internet - where information of issues on spam will be forwarded to its (individual) members or via the variuos egroups that are in existant.

- ❖ Definition
- ❖ Contractual Terms & Conditions
- ❖ Technical Solutions
- ❖ Incident Handling
- ❖ Information Sharing

- ❖ All Service Providers need to articulate a clear definition for Spam.
- ❖ A common definition of SPAM in the industry is important in order to avoid confusion and differences in the interpretation that may give rise to difficulties in managing the problem.
- ❖ The definition shall be conveyed to the Consumers through the Service Provider's websites, contractual terms & conditions and/or acceptable use policies (AUP).

- ❖ <http://www.spamhaus.org/definition.html>
- ❖ The word "Spam" as applied to Email means **Unsolicited Bulk Email ("UBE")**.

Unsolicited means that the Recipient has not granted verifiable permission for the message to be sent. Bulk means that the message is sent as part of a larger collection of messages, all having substantively identical content.

A message is Spam only if it is both Unsolicited and Bulk.

- ❖ Spam is an issue about consent, not content.

- ❖ **http://www.mail-abuse.com/spam_def.html**
- ❖ An electronic message is "spam" IF:
 - (1) the recipient's personal identity and context are irrelevant because the message is equally applicable to many other potential recipients; AND
 - (2) the recipient has not verifiably granted deliberate, explicit, and still-revocable permission for it to be sent; AND
 - (3) the transmission and reception of the message appears to the recipient to give a disproportionate benefit to the sender.

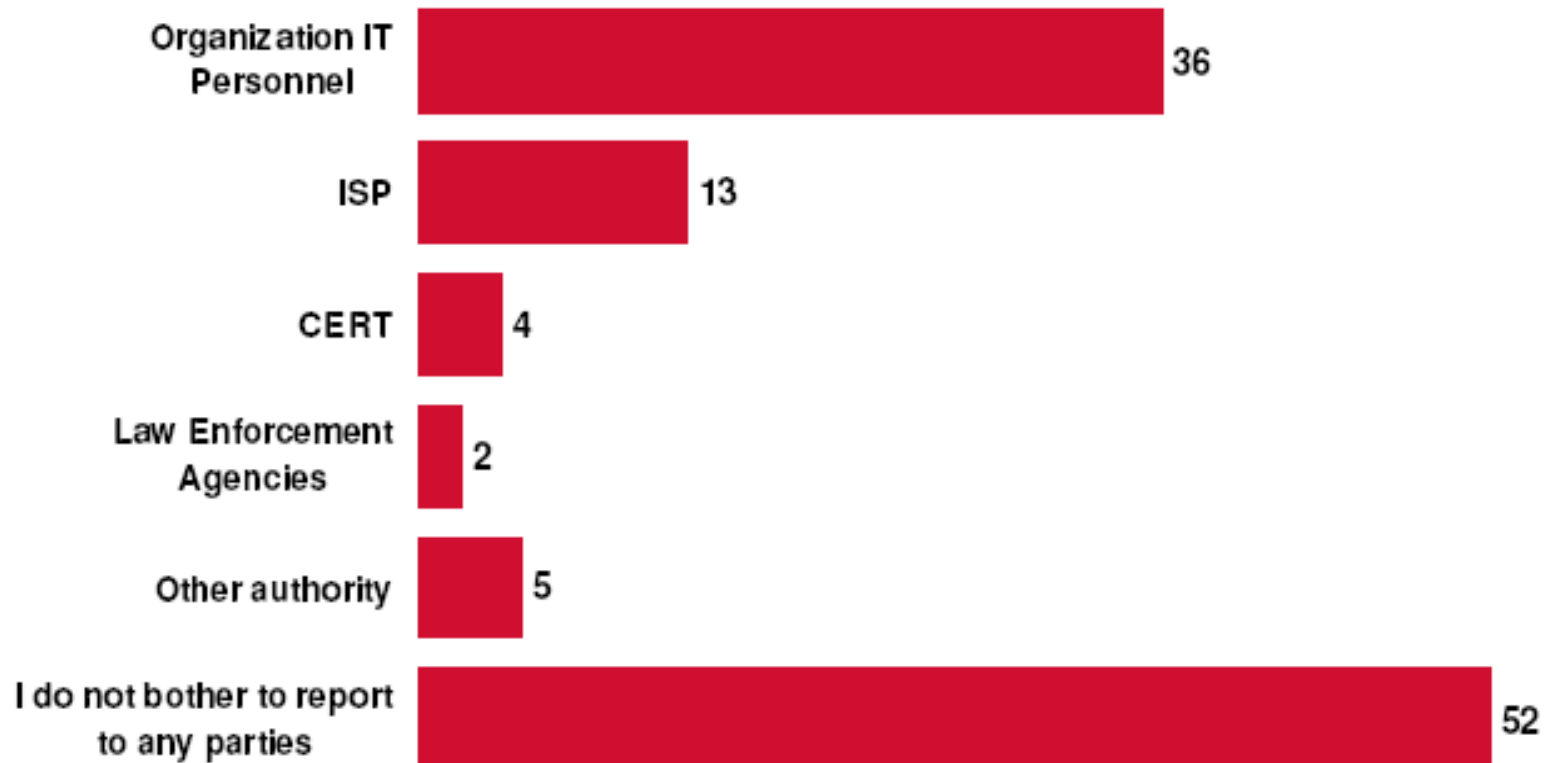
- ❖ Contractual engagement between Service Providers and Customers:
 - Customer shall not engage in sending SPAM messages.
 - Any breach of conditions shall result in the suspension and/or termination of the Customer account.
 - Such Customer may appeal for reactivation in accordance with the Service Provider's prevailing policies and procedures.
 - Service Providers should provide Acceptable Use Policy (AUP) on when sanctions would be imposed.
 - Service Providers should provide policies and procedures in reactivating the services suspended due to violation of the AUP.
 - Service Providers should encourage their Customers to provide header information that is not false, deceptive or misleading.
- ❖ Example: *<http://www.jaring.my/aup/>*

- ❖ Service Providers should consider implementing some technical measures to assist in curbing SPAM.
 - Due to the intensity of SPAM today, a minimum anti-spamming mechanism needs to be implemented in the network.
 - Service Providers should be responsible for all outbound e-mails from their SMTP servers.
 - Service Providers can also offer opt-in anti-spamming solutions to Customers.

- ❖ Service Providers should have procedures for handling incidents of SPAM.
- ❖ These procedures should be made known to the Customers and other Service Providers.
- ❖ Examples:
 - There shall be an 'abuse account'.
 - All complaints sent to 'abuse' account shall be replied to.
 - Complaints shall be investigated and action must be taken against users flouting the T&C referring to SPAM.

Parties report spam to

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- ❖ Service Providers shall make available on its website information on anti-spamming measures regarding its Customers.
- ❖ This includes IP addresses suspended and/or blocked by the Service Provider or any anti-spamming monitoring bodies.

Q&A

THANK YOU