

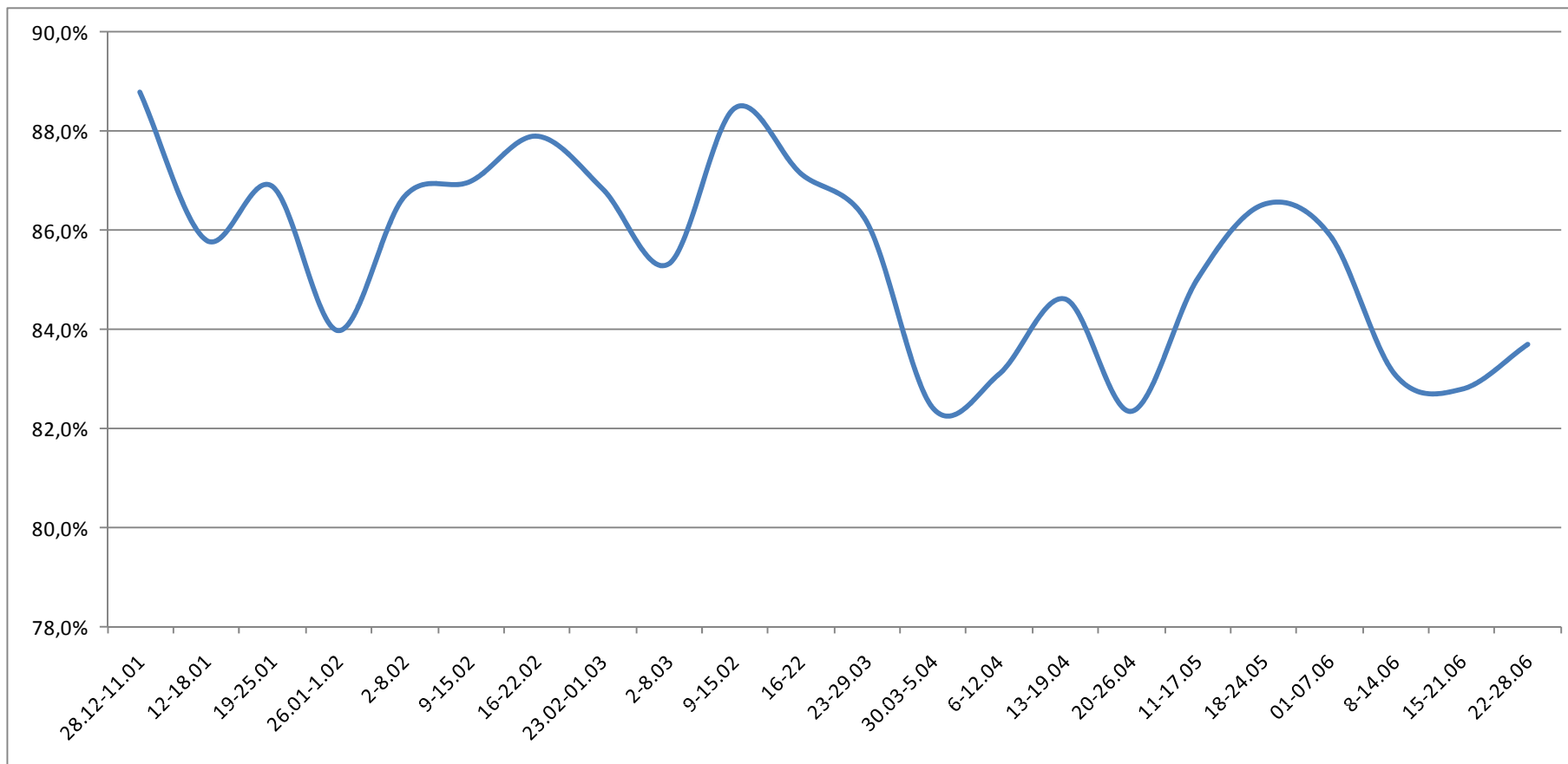
A circular inset on the left side of the slide shows a microscopic view of a cell. The cell is filled with various organelles, including several bright green, spherical mitochondria with visible internal structures. The overall color scheme of the slide is dark green with lighter green wavy patterns in the background.

Spam and Legislation

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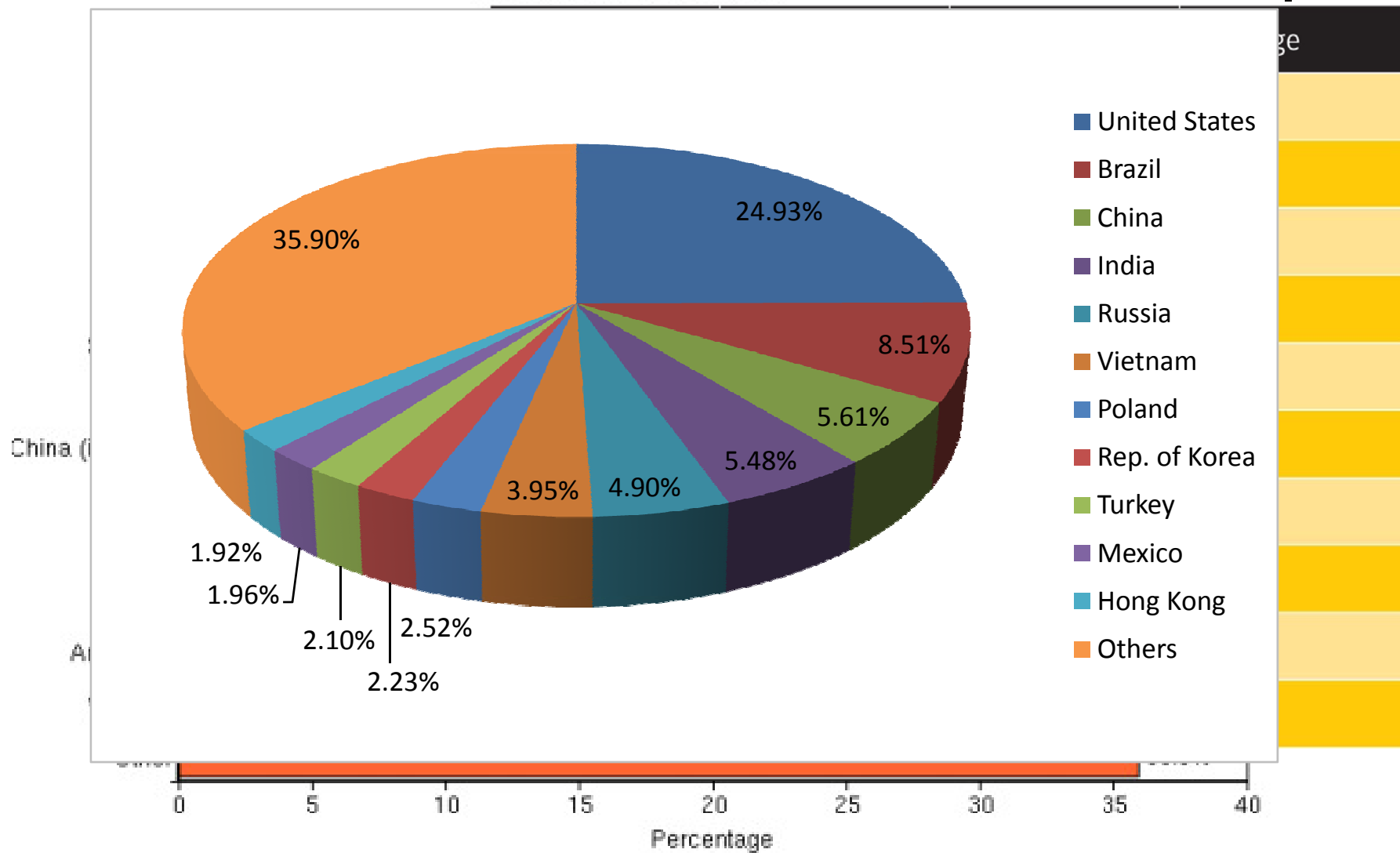
Andrey.Nikishin@kaspersky.com

Amount of spam in mail traffic



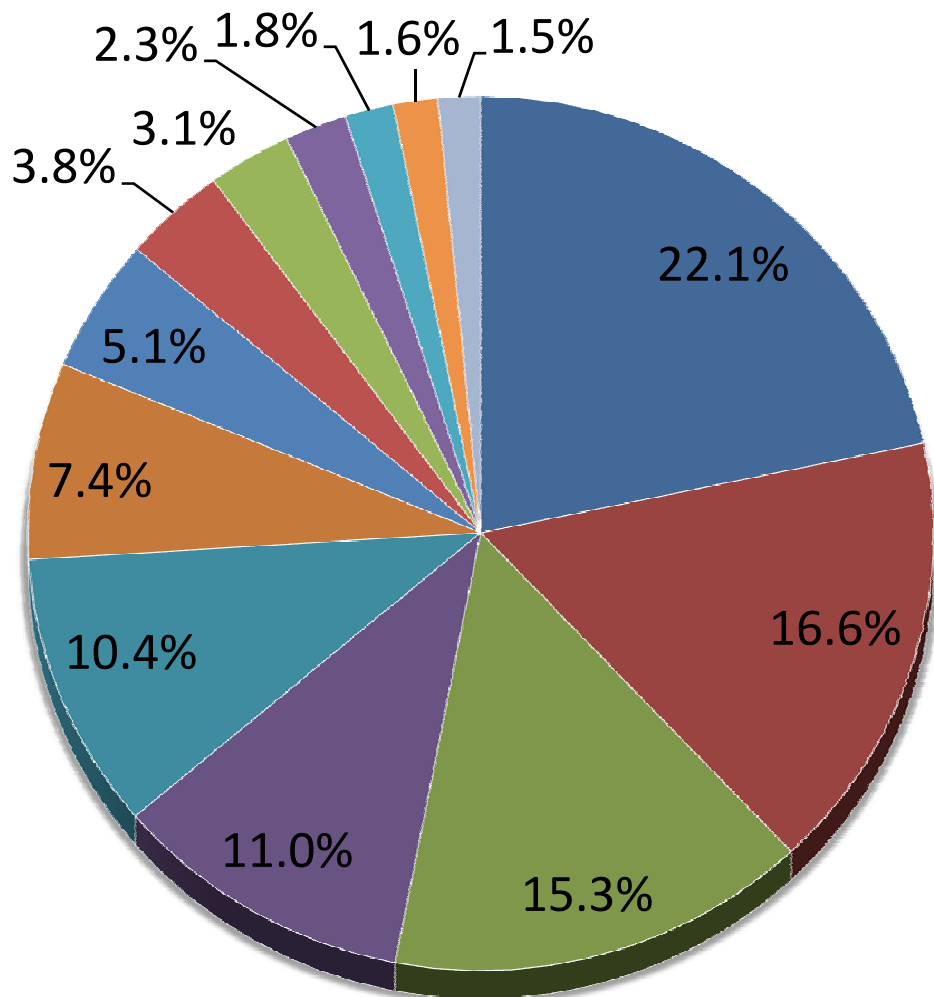
Kaspersky Lab

Sources of spam – Q2 2009



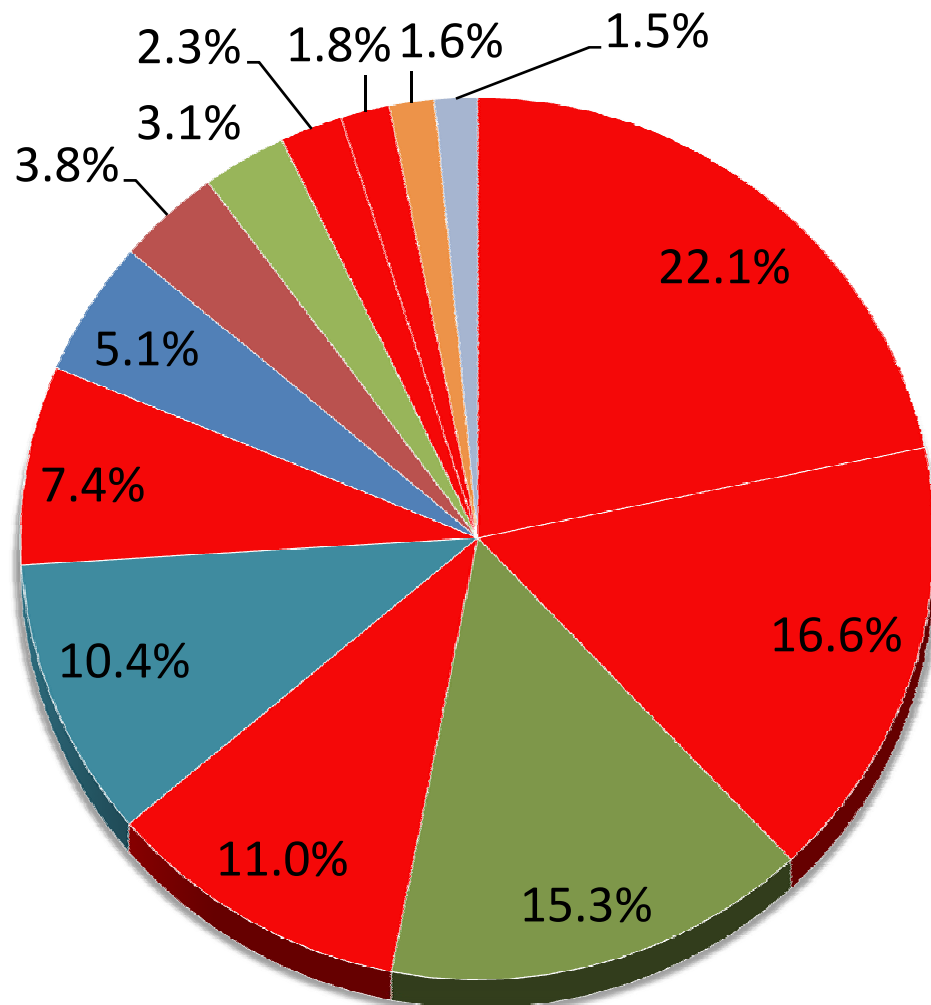
Sophos, Symantec, Kaspersky Lab

Spam by category



- Pharma-spam
- E-advertising and spam
- Other goods and services
- "Adult" spam
- Education
- Replicas
- Real estate
- Travel and tourism
- Computers and Internet
- Law services and audit
- Computer fraud
- Personal finance
- Polygraphy

Spam by category (criminal spam)



- Pharma-spam
- E-advertising and spam
- Other goods and services
- "Adult" spam
- Education
- Replicas
- Real estate
- Travel and tourism
- Computers and Internet
- Law services and audit
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- Personal finance
- Polygraphy

Spam isn't only advertising



Dear Friend,

GREETINGS FROM THE UK HOUSE OF PARLIAMENT

This might startle you a little as you might have seen or read about me but really don't know me in person. Well, I am Rt. Hon P. British politician and Labor Party Member of Parliame the first Minister for Children appointed in a newly cre Department for Education and Skills and presently Mi Department for culture, Media and Sport under Her M of the United Kingdom.

I got your contact info via your country's national dire introducing a project concerning charity in your count neighboring countries around you.

A few months ago, I was compelled to make an over-estimation during a budget

5000+ Styles High Quality Watches
87% OFF in Sep.
<http://battlefront.grounddark.com/>

Halifax & Lloyds TSB
It's business as usual [Find out more](#)

We protect our online service with the latest security measures available. In the unlikely event you fall victim to online fraud, we guarantee you won't lose any money from your account and we will always reimburse you in full.

Why is it difficult to fight spam?



- International phenomenon
- Imperfect laws
- Few court cases
- No dedicated authorities
- Lack of evidence
- Anonymity

General points:

- 1) Opt-in
- 2) Opt-out
- 3) No falsified routing info
- 4) Appropriate subject line (not false or misleading)
- 5) Valid reply email address (explicit sender)
- 6) No address-harvesting software

Local legislation

Countries



- **Directive 2000/31/EC of the European Parliament and of the Council of 8 June 2000 ('Directive on electronic commerce')**
- **Convention on Cybercrime (Nov.2001)**
 - 46 countries signed, 24 ratified
- **Directive 2002/58/EC of the European Parliament and of the Council of 12 July 2002 ('Privacy and Electronic Communication')**



- **Statutory Instrument 2003 No.2426**
 - + opt-in
 - applies to messages sent to individuals only
 - applies to senders within the UK



- **Act against Unfair Competition (Section 7, 2004)**
 - + opt-in with several exceptions
 - + opt-out
 - only against direct marketing



- **Law of June 21, 2004 for confidence in the digital economy**
 - + opt-in
 - + opt-out



- **CAN-SPAM Act of 2003**
 - + prohibits using a deceptive subject line
 - + unsolicited commercial messages must be labelled
 - + opt-out
 - no opt-in
 - different laws in different states



- **Spam Act 2003**

- + opt-in

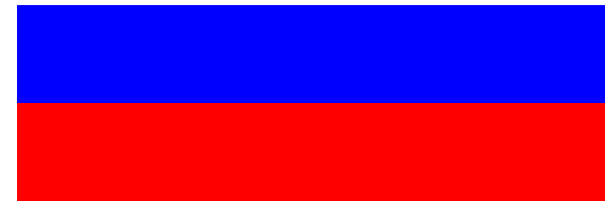
- + opt-out

- + information about organization that authorized sending of the message

- only commercial emails are covered



- **Federal Law ‘On Advertising’**
- **Federal Law ‘On Private Data’**
 - + opt-in
 - + opt-out
 - lots of exceptions
 - no relevant act in the Administrative Code which prosecutes the breaking of these laws



- **The “Regulations on Internet E-Mail Services”**
 - + opt-in
 - + opt-out
 - + “AD” label required
 - + providers can be defined



- **The Information technology Act (IT Act 2000)**
 - spam is not mentioned
- **The IT Amendment Bill 2008**
 - + deals with spam and other cyber security threats
 - has not been “notified” yet



- **CGI.br - Brazilian Internet Steering Committee**
- **No anti-spam acts yet**

The Senate approved an anti-spam bill of law

- **“Anti-Spam Code of Ethics and Best Practices for the Use of Electronic Messages”**
 - **no sanctions**
 - **allows sending of spam as long conditions have been met**



What we have to/ can we do?

What we need

- International authorities and laws



What we need

- Laws against spam customers



What we need

- Email-marketing: opportunities for legitimate Internet advertising

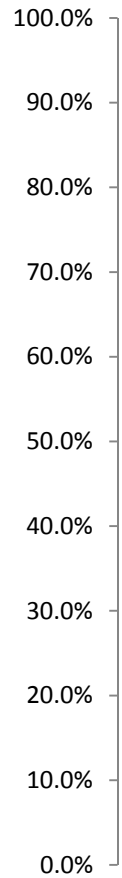


What we need

- Education (especially for those in charge)



Sometime in future



Thank you!

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