

Authentication and the problem of SPAM

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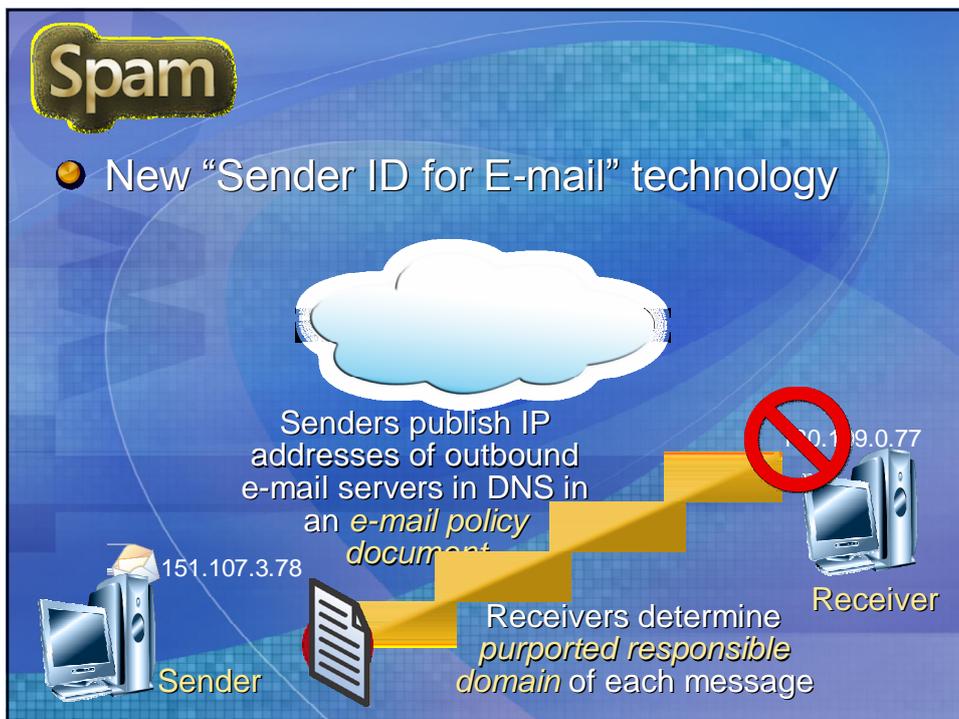
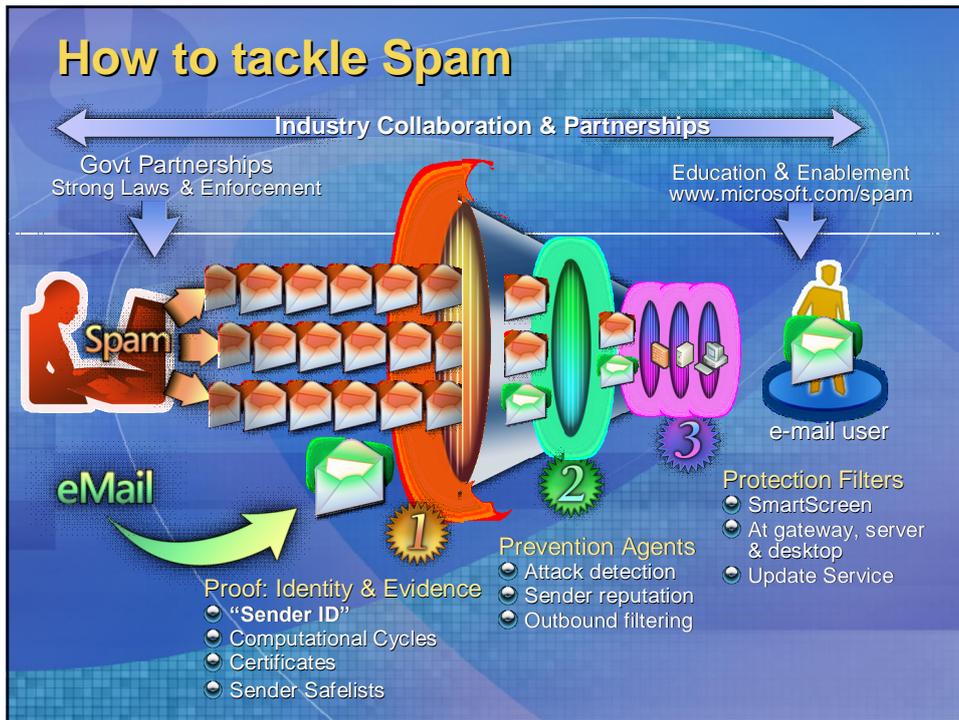


The Spam Problem

- Spam: Unsolicited Email (junk mail) which often contains offensive and harmful content.
- Risk to security and privacy
 - Viruses
 - Phisher scams, ID Theft
 - 40% from zombies
- Number 1 email concern!
- Junk email represents >60% of email traffic
 - Up from 8%, just 3 years ago
 - Hotmail blocks 3.2 billion spam messages a day!
- > 15 billion spam emails sent each day
 - Cost to business several billions Euro per year globally
- Low cost of entry + High profit + Anonymity
 - All the economics favour the spammer

Who are the victims?

- Consumer – loss of confidence
 - Security, Privacy & Identity
 - Seek alternative channels
- Merchants & Financial institutions
 - Brand & Reputation
 - Business interruption and lost revenue
 - Customer trust & relations
 - Financial loss
 - Customer defections
- Economy
 - Efficiency & productivity
 - Business process sea change

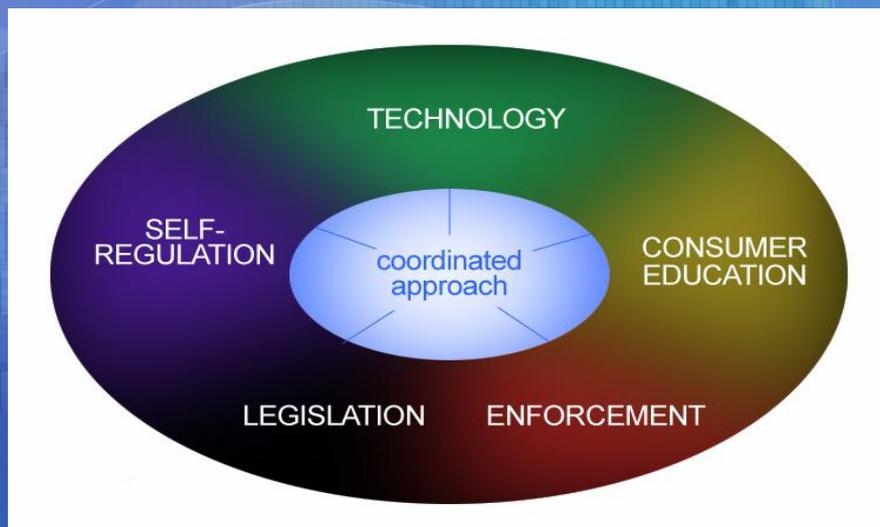


Industry Self-Regulation

- ICC Guidelines on Marketing and Advertising Using Electronic Media
http://www.iccwbo.org/home/statements_rules/rules/1998/internet_guidelines.asp
- FEDMA European Code of Practice for the Use of Personal Data in Directing Marketing,
http://www.europa.eu.int/comm/internal_market/privacy/docs/wpdocs/2003/wp77-annex_en.pdf
- Antispam – A Guideline from The Confederation of Danish Industries and ITEK
<http://billed.di.dk/wimpfiles/lores/image.asp?objno=/298860.pdf>
- GBDe voluntary practices in its Recommendation on Unsolicited Electronic Communications
<http://www.gbde.org/spam03.pdf>
- Trust.Org <http://www.truste.org>
- See also:
http://europa.eu.int/information_society/programmes/iap/index_en.htm

Summary

www.microsoft.com/spam





Windows AntiSpyware

Isolation & Resiliency

Helps protect Windows users from spyware and other potentially unwanted software

Detect and remove spyware

- ☛ Spyware removal reduces PC slow down, pop-up ads, and more
- ☛ Scheduled scans help maintain PC security and privacy

Improve Internet browsing safety

- ☛ Continuous protection guards 50+ ways spyware gets on a PC
- ☛ Intelligent alerts handle spyware based on your preferences

Stop the latest threats

- ☛ Global SpyNet™ community helps identify new spyware
- ☛ Automatic signature downloads keep you up-to-date