

Verband der deutschen Internetwirtschaft e.V. **eco**

Anti Spam Initiative

An Introduction to eco's Anti Spam Projects

OECD
Paris

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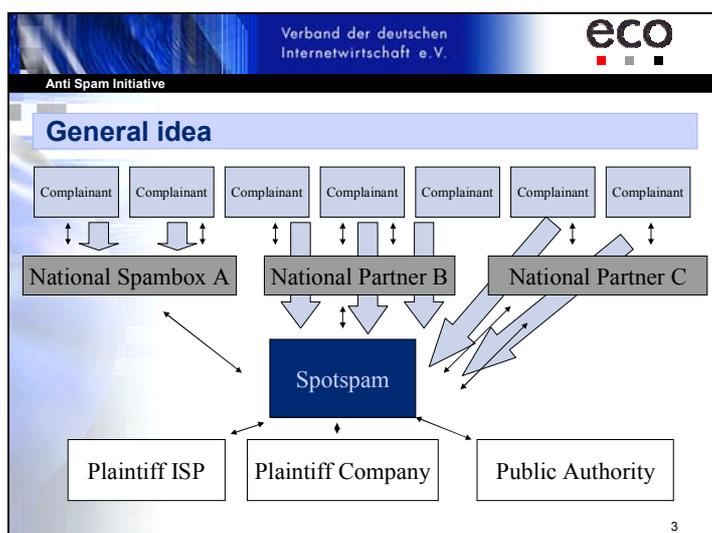
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Spotsam - Mission Statement

- ◆ Spotsam: **Self-Regulatory Plan on Tackling Spam**
- ◆ facilitate evidence-gathering and exchange of information when legal action is taken against spammers and their beneficiaries
- ◆ provide for an international source of information to monitor the number of spam complaints / the size of the problem
- ◆ deter potential spammers
- ◆ reduce the overall amount of unwanted electronic communication sent to users

2



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Proposal under the EC SIAP

◆ **4 Modules:**

- A. Preparatory research (based on research already carried out)
- B. Drafting of a Memorandum of Understanding on how to gather evidence
- C. Memorandum/a of understanding on how to respond to data requests / disclose information
- D. Definition and implementation of a prototype database to support the co-operation and requirements reflected in Modules A-C

4

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CSA - Whitelist project

◆ **Certified Senders Alliance – Whitelist project**

- joint project of DDV (German Direct Marketing Association) and eco
- central white list that ISPs can access
- bulk mail senders only undergo one accreditation process
- sanctions for sending spam
- participation criteria go beyond the requirements of the 2002/58/EC directive

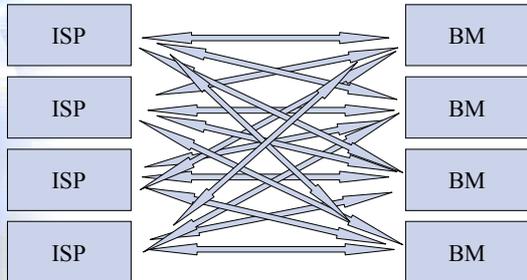


5

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CSA - Whitelist project



6

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CSA - Whitelist project

The diagram illustrates the CSA Whitelist project. On the left, four boxes labeled 'ISP' have arrows pointing towards a central vertical box. On the right, four boxes labeled 'BM' have arrows pointing towards the same central box. The central box contains a logo with a blue envelope and the text 'Certified Spammer' in red. The entire diagram is set against a light blue background with a subtle grid pattern.

7

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