



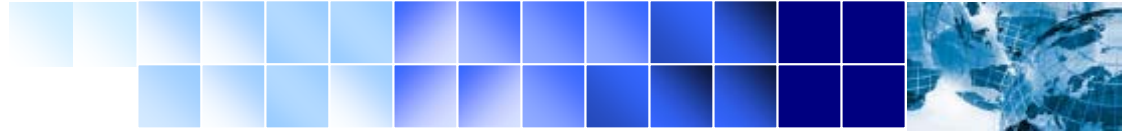
National Computer Board

Anti-Spam Initiative

Devendra Babooa
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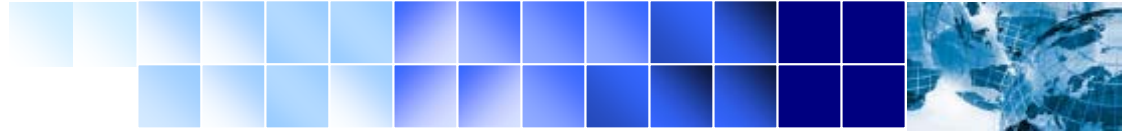


19th February 2007



Agenda

- ▶ **Anti-Spam Initiative : Why?**
- ▶ **Anti-Spam Action Plan Recommendations**
- ▶ **Leadership and Monitoring of Action Plan**
- ▶ **Objective Of Public Awareness Campaign**
- ▶ **Anti-Spam Awareness Campaign**
 - Anti-Spam Slogan
 - Anti-Spam Awareness Sessions
 - Anti-Spam Website
 - Anti-Spam Brochures
 - Annual Spam Study
- ▶ **Conclusion**



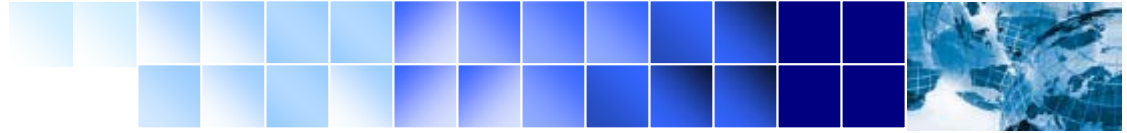
Anti-Spam Initiative : Why?

▶ **Dimensions of the Spam Problem**

- Identity theft and fraud – through phishing attacks and spyware
- Invasion of privacy
- Network Security Problems
- Additional cost burden for everyone – ISPs, employers, workers
- Reduced consumer confidence
- Jurisdictional issues

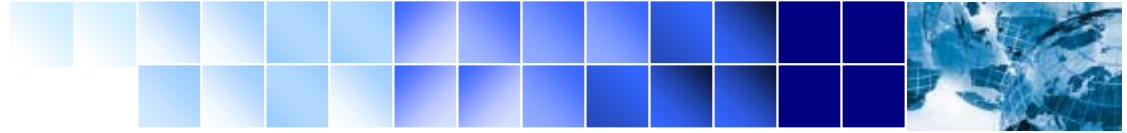
▶ **End User Problems**

- E-mail filters : imperfect
- Limit disclosure of e-mail addresses : impossible
- Create multiple e-mail addresses : impractical
- Beware of social engineering via phishing attacks



Anti-Spam Initiative : Why?

- ▶ **Spam is a threat to the Information Society**
- ▶ **WSIS Plan of Action : Mandate for international action against spam (Paragraph C5, d)**
 - *'Take appropriate action on spam at national and international levels.'*
- ▶ **Need to have a concerted approach**



Anti-Spam Action Plan Recommendations

- ▶ **Anti-Spam Committee**
- ▶ **Set-up October 2005**
- ▶ **Consultations in March 2006**
- ▶ **Spam Definition**
 - *unsolicited electronic communications sent in bulk over e-mail, mobile (SMS, MMS) and instant messaging services, usually with the objective of marketing commercial products or services*



Anti-Spam Action Plan Recommendations

- ▶ **5 Key Aspects**

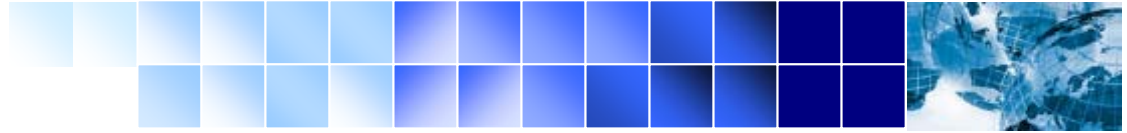
- ▶ **A. General Awareness for users and businesses**
 - Recommendation 1: Public Awareness Campaign
 - Recommendation 2: Best Practices for IT Professionals
 - Recommendation 3: Monitor Effectiveness of the Awareness Campaign

- ▶ **B. Guidelines and Best Practices for ISPs and Other Commercial Organisations**

- ▶ **C. Anti-Spam Legislation**

- ▶ **D. International Co-operation**

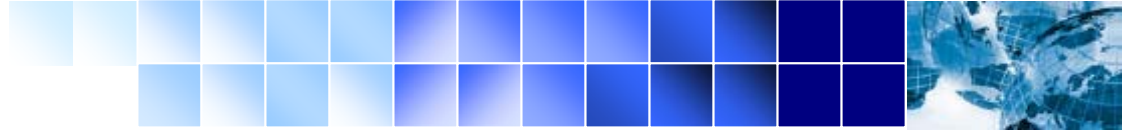
- ▶ **E. Leadership and Monitoring of Action Plan**



Leadership and Monitoring of Action Plan

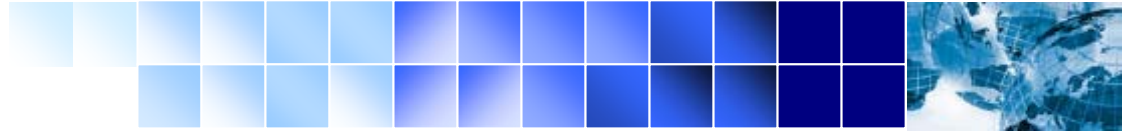
- ▶ **Anti-Spam Co-ordination Committee**
 - **Monitor the implementation of the action plan**
 - **Act as a platform for stakeholders to share information on best practices to reduce spam**
 - **Provide policy guidance on measures for future actions to combat spam in Mauritius**

- ▶ **Include representatives from public and private sectors, including NGOs, Internet community stakeholders and academia.**



Objective Of Public Awareness Campaign

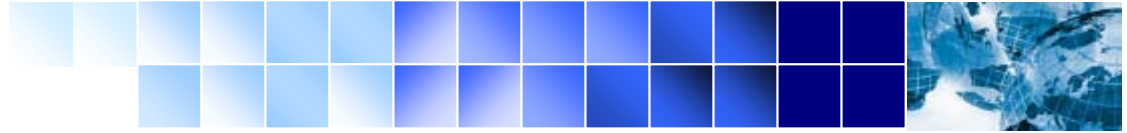
- ▶ **Users are the weakest link in the Information Security Chain**
- ▶ **Prevention is better than cure**
 - Need to educate users about the risks posed by spam
- ▶ **Anti-Spam Public Awareness Campaign**
 - Inform users about anti-spam measures to adopt in order to
 - limit amount of unwanted commercial email they receive
 - protect themselves and others against viruses
 - avoid falling prey to fraud
 - prevent their computers from being turned into zombies
- ▶ **Target Audience**
 - General public
 - Students
 - Public & Private employees
 - IT Professionals
 - SMEs



Anti-Spam Awareness Campaign

▶ Actions

- Anti-Spam Slogan
- **Anti-Spam Awareness Sessions**
 - Public Officer – ITSU/MITT
 - Private Officer – Private Company & NCB
 - Students – NCB
- Anti-Spam Awareness TV Programme
- Anti-Spam Website
- Anti-Spam Brochures and Information sheets
- Anti-Spam Pledge for ISPs
- Spam information included in the Secondary IT curriculum
- **Annual Spam Study**
- Technical workshops for IT Professionals to disseminate Best Practices on Anti-Spam



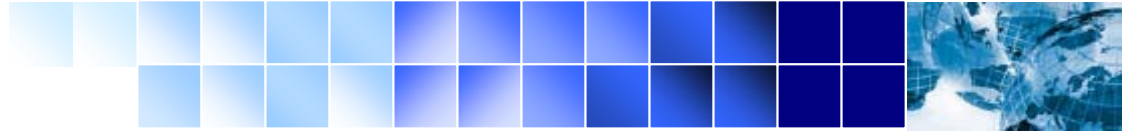
Anti-Spam Slogan

STOP SPAM!

Spam is commonly referred as unsolicited communications sent in bulk over an electronic media such as e-mail, mobile (SMS, MMS) and instant messaging services, usually with the objective of marketing products or services.

Key Tips for Users

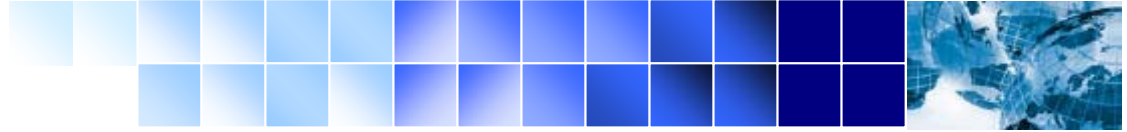
- **Protect your computer**
Spam is a growing source of computer viruses. It is critical that you protect your computer from virus-carrying messages. Install and regularly update antivirus and anti-spam software. If you don't have the extra protection of a firewall, get it.
- **Protect your email address**
Reserve one email for your trusted personal and business contacts. Create a separate, expendable email address for other online uses.
- **Protect your Identity**
Don't try, don't buy and don't reply to spam. Just delete it. It's a great way to prevent receiving more spam in the future. Configure your email client (e.g. Outlook) so as to block incoming mail from spammers.



Anti-Spam Awareness Campaign

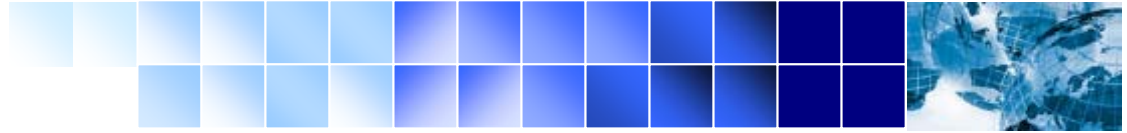
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Anti-Spam Website

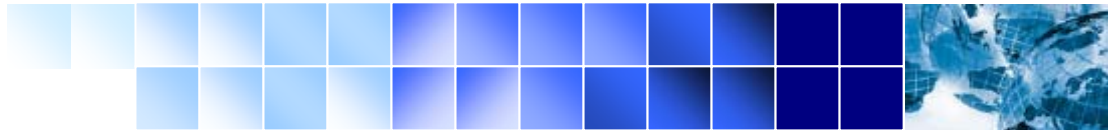
www.ncb.mu/anti-spam



Anti-Spam Awareness Campaign

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Do's

- ✓ If you send e-mail messages to a large number of addresses, use the BCC-field (Blind Carbon Copy). In this way the addresses are not visible to others.
- ✓ Encrypt your e-mail using an encryption program, if you want to be sure that only the addressee gets to know the content.
- ✓ Report any spamming activity by complaining to the spammer's ISP and get him disconnected.

Don'ts

- ✗ Don't buy, don't reply! Never react to spam, do not buy any product or service advertised and do not try to "unsubscribe" from the list! Purchases reward only the spammer and contribute to the business-case of spamming. Unsubscribing serves only to confirm to the spammer that your email address is still valid. It will consequently appear on more lists and databases.
- ✗ Do not react to false virus reports (also named hoax). These reports encourage you to take measures against a so-called virus. In reality there is no virus, but you will cause damage to your computer. Often you are being asked to send the virus report to as many people as possible. In this way the hoax is being spread like a chain letter, resulting in more damage and inconvenience to more people.
- ✗ Be careful when revealing your contact information on the Internet, like your e-mail address or telephone number. Consider who you are revealing it to and who might have access to it thereafter.
- ✗ Be cautious in giving away confidential information via e-mail or Internet, like your bank account number, PIN code, password or login data. Always think twice, consider if it is necessary and check whether the party on the other end is really who he claims to be.

Key Tips for Users

• *Protect your computer*

Spam is a growing source of computer viruses. It is critical that you protect your computer from virus-carrying messages. Install and regularly update antivirus and anti-spam software. If you don't have the extra protection of a firewall, get it.

• *Protect your email address*

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National Computer Board

For more information and questions about spam you can contact us at:

National Computer Board
7th Floor, Stratton Court
Poudriere St, Port Louis, Mauritius
Tel: (230) 210 5520, Fax: (230) 212 4240
NCB Website: <http://www.ncb.mu>
Anti-Spam Website : <http://www.ncb.mu/anti-spam>
Email: contact@ncb.mu

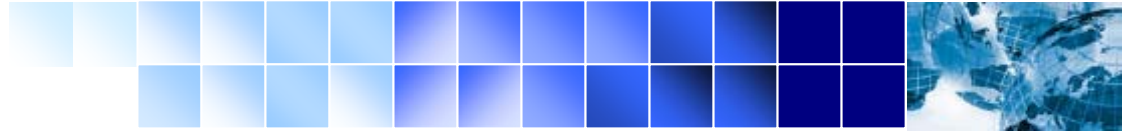


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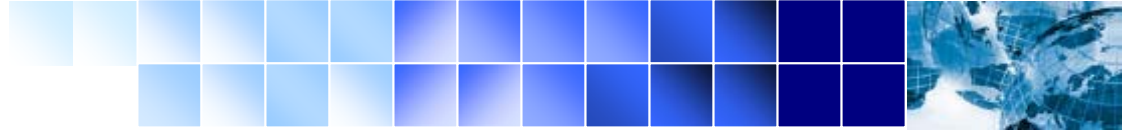
For more details please visit the website:
<http://www.ncb.mu/anti-spam>



Anti-Spam Awareness Campaign

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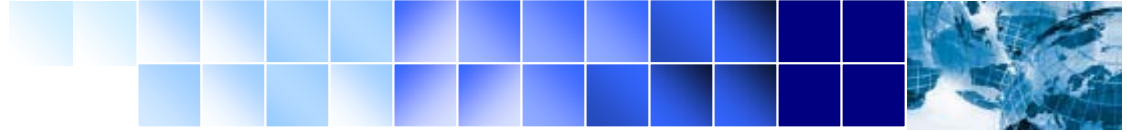
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Conclusion

▶ Spam

- Programs to tackle spam already in place
- Need to sensitise all stakeholders including students/teachers
- Multi-stakeholder public awareness campaign needed
 - Involvement of
 - ISPs
 - Consumer groups
 - Private sector
 - Government



Anti-Spam Initiative

Thank you for your attention