

Communications and Information Technology Commission

ANTI-SPAM POLICY FRAMEWORK DEVELOPMENT PROJECT – AWARENESS CONTENT

**Final Version
23/02/2008**

Submitted to:

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Acceptance of Deliverable

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1. PURPOSE OF THIS DOCUMENT

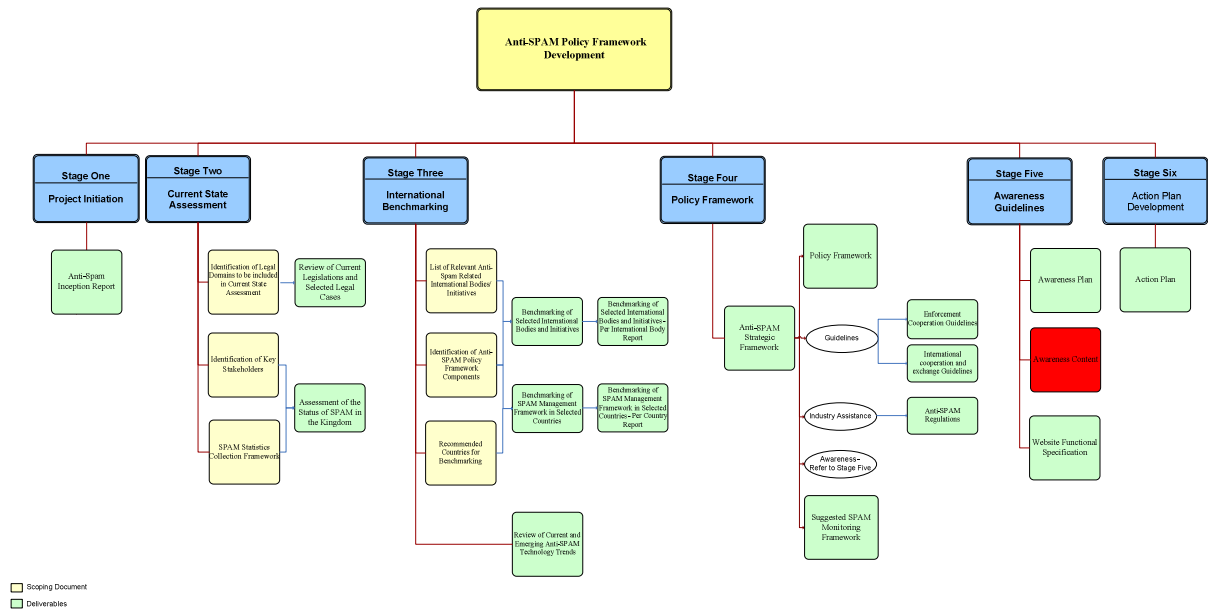
The purpose of this document is to develop selected content to be included in the Anti-SPAM awareness materials. The content includes the text of the material to be used for the awareness campaigns on the website, brochures and workshop.



2. BACKGROUND

2.1 Document Map

The following diagram shows where this document fits in the project:



2.2 Introduction

Education and awareness is a key aspect of any Anti-SPAM strategy. Based on feedback obtained from key stakeholders during the study, it is clear that there is very limited understanding among end users and stakeholders in terms of the definition of SPAM, the nature of controls to be used to prevent SPAM, the process to be used to register a complaint in the event of receipt of SPAM, the agency to be contacted for this purpose, and the type of legal recourse available.

As part of the “Develop Anti-SPAM Awareness Guidelines” phase deliverables, this document provides awareness material in the form of questions and answers that can be included on the SPAM awareness website, brochures and workshops.

2.3 Definitions

The terms used in this document shall have the meanings as defined below:

No.	Acronym	Meaning
1.	Address harvesting	Gathering email addresses lists using automated means from websites or other online sources.
2.	Anti SPAM Policy Framework	The Saudi Anti - SPAM Policy Framework sets up a scheme for addressing electronic SPAM messages within the Kingdom of Saudi Arabia.
3.	Bulk	Electronic messages that are typically sent in large numbers to email addresses and mobile phone numbers. .
4.	CITC	The Communications and Information Technology Commission;



5.	Content	All forms of information and, without limitation, include text, pictures, animation, video and sound recording, separately or combined and may include software;
6.	Consent	The permission that legislators or regulators wish to require from the sender before sending messages;
7.	Damage	The quantifiable amount of damage measured as a consequence of the SPAMming action;
8.	Dictionary attacks	Automatically generating addresses based on words from dictionary, common names and numbers;
9.	Electronic Address	An Electronic Address includes but is not limited to: <ul style="list-style-type: none"> • An email address • An Electronic Address in connection with an instant messaging service; • A telephone number; and • Others.
10.	End User	Any person with access to an electronic address such as an email account, a telephone number, or an electronic address in connection with an instant messaging service.
11.	Explicit consent	Form of consent where an individual or organization has actively given their permission to a particular action or activity (opt-in);
12.	Functional Unsubscribe Option	An effective option, which may or may not be automated, that allows an electronic account holder to withdraw Consent by indicating to Organizations that such Commercial Communications must not be sent in the future.
13.	Internet	The public network of computer networks known by that name.
14.	Internet Service Provider (or ISP)	An ISP is a service provider that offers a set of services including some or all of the following: <ol style="list-style-type: none"> 1. Dialup Internet Access. 2. Broadband Internet Access. 3. Email. 4. IP Allocation and Assignment. 5. Web Design and Hosting. 6. Data Centers, Equipment Hosting, etc 7. Application Service Providers such as Network Monitoring. 8. DNS Registration Subject to Applicable Regulations. 8. Internet Content Publishing. 9. Internet Advertising.
15.	Implicit/Inferred consent	A consent which generally can be inferred from the conduct and/or other business relationships of the recipient
16.	MMS	A standard for telephony messaging systems that allows sending messages that include multimedia objects (images, audio, video, rich text) and not just text as in SMS;
17.	Opt-in	Receivers of messages must specifically provide the senders of messages with permission to transmit messages to them PRIOR to any messages being sent.
18.	Opt-out	Receivers of messages need not specifically provide the senders of messages with permission to transmit message to them PRIOR to any messages being sent. Though following the receipt of a message, they may choose to opt out of receiving further messages from the sender,



		by requesting them not to send any more messages.
19.	Organizations	All types of Organizations in the Kingdom of Saudi Arabia including but not limited to: <ul style="list-style-type: none"> • Sole traders that describes any business that is owned and controlled by one person, although they may employ workers; • Partnerships; • Bodies corporate; and • Others.
20.	Pre-Existing Relationship Messages	The messages that sent based on the following relations: <ol style="list-style-type: none"> (i) The Recipient has purchased a product or service from an organization within the past 18 months; and (ii) The Recipient has not unsubscribed or opted-out from commercial or promotional email messages, or otherwise terminated the relationship.
21.	Recipient	Any person or organization that receives or may receive a Commercial Communication.
22.	Sanctions	Penalties imposed on SPAMmers by the authorized agencies in case of any breach of the SPAM related laws;
23.	SPAM	Any unsolicited electronic message that contains commercial or objectionable content transmitted without prior consent through various communication modes including, but not limited to, e-mails, Mobile Messaging, fax, Bluetooth and instant messaging services
24.	SPAM Filter	Any product (including software), device solution or service that is designed to minimize, eliminate or quarantine suspected SPAM.
25.	Short Message Service (SMS)	A service provided by service providers specialized in licensed public telecommunication services in the Kingdom. This service allows service providers or their customers to send or exchange short (text, audio or video) messages. These messages may be addressed directly to the customer, or it can be a public message aired over a certain area to promote a certain product, to provide customers with certain information or to notify them of new developments. It can also be used for replying to customers' inquiries and other similar services. The messages can be up to 160 characters



3. SPAM: QUESTIONS & ANSWERS

The anti-SPAM awareness material is described below in the form of questions and answers as follows:

3.1 Introduction to SPAM

3.1.1 WHAT IS THE DEFINITION OF SPAM?

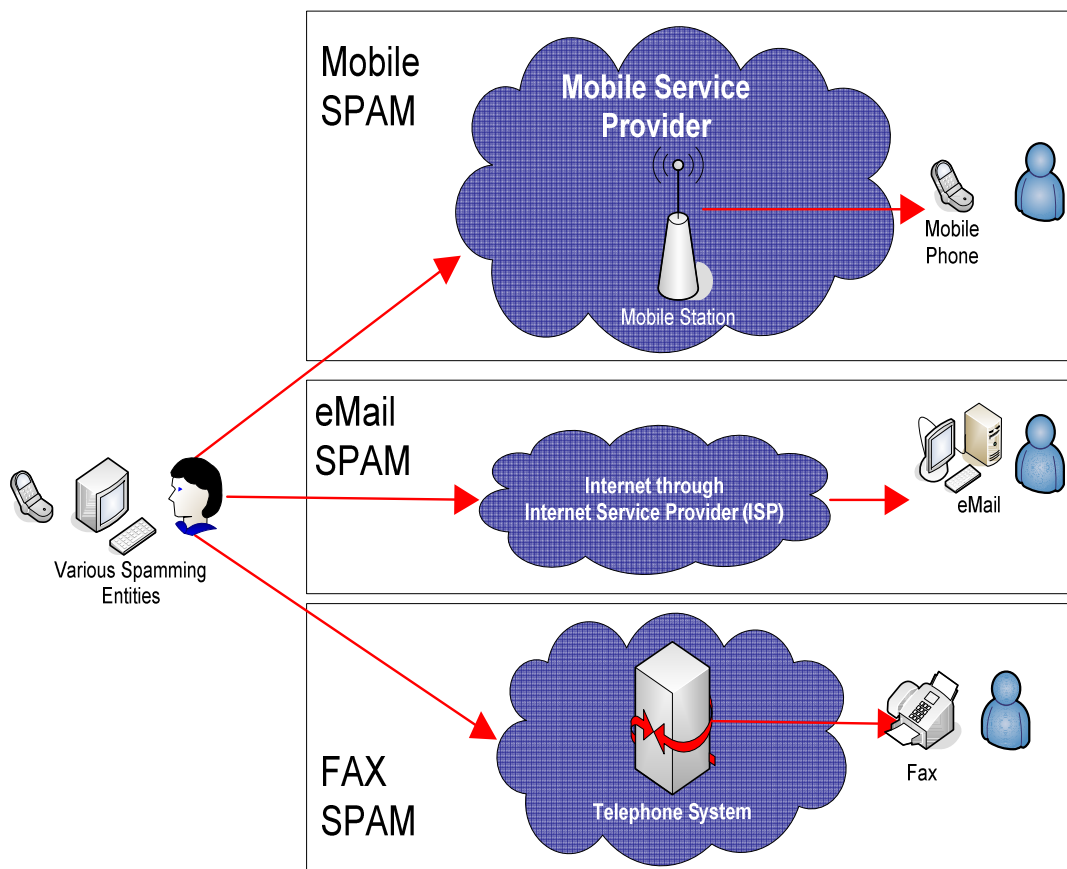
The term “SPAM” is more often used than defined. There is a large variety of “SPAM”, to which different legislations apply (act on electronic commerce, privacy act, computer criminality act, acts on consumer protection, act on publicity for medicines, etc...).

SPAM, as defined in the “Anti-SPAM Policy Framework for the Kingdom of Saudi Arabia”, refers to:

“Any unsolicited electronic message that contains commercial or objectionable content transmitted without prior consent through any communication media including, but not limited to, eMails, Mobile Messaging, fax, Bluetooth and instant messaging services.”

For further information regarding the components of the SPAM definition, please go to Questions 18: “SPAM: Legal Issues”.

The graphic below shows how different types of SPAM are delivered:





3.1.2 WHY DOES SPAM EXIST?

- SPAM is cheaper than traditional marketing methods such as telemarketing or direct mail. There is almost no cost to the sender.
- SPAM shifts the costs from the sender (who would otherwise pay for the telemarketing service of the printing and postage for the direct mail), to the ISPs and the consumers who receive it.
- SPAM might be, and often is, used to send Spyware, malware and phishing messages. These types of SPAM messages are considered common methods of gathering users' personal and banking information.
- There remains a percentage of recipients who positively respond to SPAM through purchase of advertised products or services and this encourages SPAMers to continue their abusive practice.

3.1.3 WHAT ARE THE THREATS CAUSED BY SPAM?

- SPAM costs businesses millions of Riyals a year, since it is a serious threat to the future of electronic communications, e-commerce, security, as well as to the financial viability of consumers and the business community.
- SPAM leads to wasted network resources, wasted email server resources, and wasted employees' productivity.
- SPAM invades people's privacy and can be used as a vehicle for pornography, fraudulent, phishing, viruses, and other kinds of objectionable or malicious content.
- SPAM represents a major annoyance to Service Providers, Internet and communications infrastructure, applications, computer users in general and to users of the Internet in particular.
- In the Kingdom itself, SPAM has been used for malicious purposes including phishing, spreading viruses and fraud.

3.1.4 WHAT ARE SOME OF THE EXAMPLES OF SPAM?

- A rapidly growing form of SPAM is what is known as a Phishing scam. For more information, please refer to Q. (3.1.6).
- Fake Degrees SPAM: SPAMmers often try to sell fake higher education degrees and diplomas.
- E-Pharmacy SPAM: SPAM promoting generic versions of medicines like: Viagra, Anti-depressants that can be purchased online without any doctor's prescription.
- Investment SPAM: SPAM promoting a specific stock and claiming that investment in that stock will result in guaranteed profits.
- Sexual SPAM: SMS or email messages promoting dating or sexual services or sites.
- Commercial SPAM: SPAM promoting legitimate products, such as food, services, specials, etc.



3.1.5 HOW DO SPAMMERS OBTAIN YOUR ELECTRONIC ADDRESS?

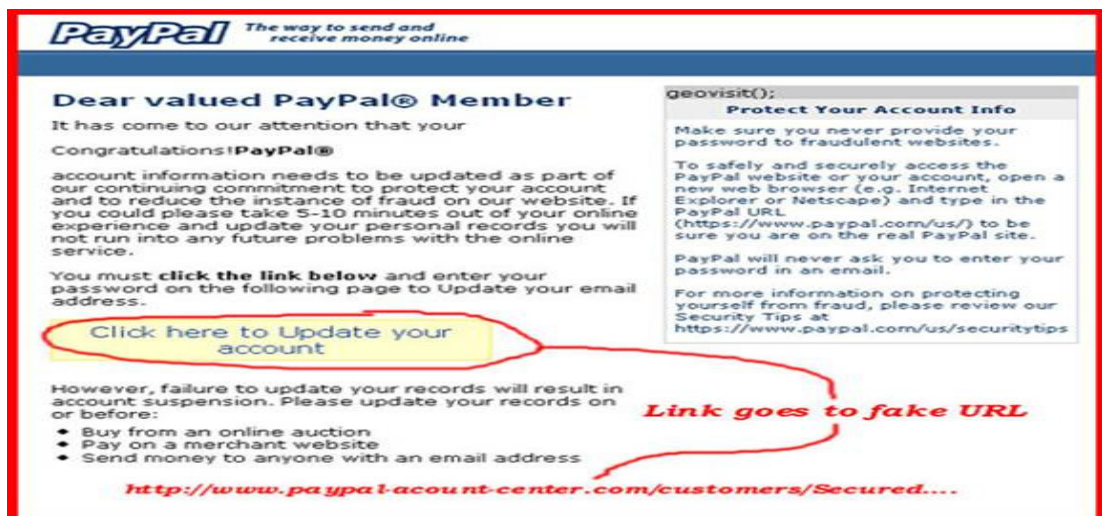
SPAMmers can obtain your Electronic Address including eMail address / mobile number through several ways, for example:

- From user registrations at unscrupulous sites;
- From user newsgroup postings;
- From user chat sessions;
- From eMail lists the SPAMmer buys;
- From mailing lists to which users subscribe;
- By randomly generating name combinations for your domain;
- By harvesting all the eMail addresses on your company's server; and
- Other.

3.1.6 WHAT IS “PHISHING”?

Phishing is the act of stealing a person's personal information by impersonating a trusted person or an organization, generally for the purpose of "identity theft."

- Examples of Phishing
 - An eMail message from your personnel bank, or a favourite website, or a close friend of yours asking you to visit a certain website to update your confidential information, but the website is actually controlled by a hostile party. The image below shows an example of PayPal phishing.



- A phone call from somebody who is pretending to be calling on behalf of a bank and asking to verify credit card information, e.g. account number and expiration date. The caller can then obtain this information and use them for his own purpose.
- Account information SPAM: Messages claiming to be from deposed leaders or exiled millionaires in need of an intermediary bank account in order to transfer funds and promising a percentage of those millions to the intermediary account holder.

3.1.7 WHAT IS MALWARE?

Malware is malicious software such as: viruses, Trojan horses, malicious active content, etc that are harmful to computer users.

Examples of Malware:



- Viruses: A computer virus is a program of executable code that has the ability to replicate. They can attach themselves to just about any type of file and are spread as files that are copied and sent from individual to individual, e.g. the Love Bug Virus.
- Malicious code: Any program or piece of code designed to cause damage to the system or the information it contains, or to prevent the system from being used in its normal manner.
- Trojan horse: A non-replicating malicious program designed to appear harmless or even useful to the user, but, when executed, harms the user's system and may allow remote access to private data.

3.1.8 WHAT IS "SPYWARE"?

Spyware is software that collects information such as login and password details, history, transactions, etc about users without their knowledge or consent. It may also intercept or take partial control over the user's interaction with the computer. In addition, it can modify the operation of a user's computer without the user's knowledge or consent.

Examples of Spyware:

- Browser session hijacking: Spyware which attempts to change the user's browser settings in order to direct the user to sites determined by the author of the malware. As a result of these redirects to other sites, the author of the malware may receive a commission.
- False Anti-Spyware Tools: Some internet sites provide free spyware detection and removal tools. In some cases, these tools are spyware themselves.

3.2 Status of SPAM in the Kingdom

3.2.1 WHAT IS THE STATUS OF SPAM IN THE KINGDOM?

A comprehensive survey was conducted among four types of key stakeholders in the Kingdom of Saudi Arabia (ISPs, Companies, Bulk SMS Providers, Banks) in May 2007 to assess the:

- Extent of the SPAM problem in the kingdom; and
- Measures implemented at the level of the stakeholders to control SPAM in their networks.

The survey result has helped in quantifying the magnitude of SPAM in the Kingdom of Saudi Arabia. It highlighted the various types of SPAM, awareness of SPAM, the current anti-SPAM measures used, and its impact on the various stakeholders in Saudi Arabia.

The main findings of the study are summarized as follows:

- The average eMail SPAM rate in the Kingdom was 54%.
- The majority of SPAM received in the Kingdom was commercial in nature.
- Fax SPAM was not considered to be a major source of SPAM with less than 6% SPAM rate.

eMail SPAM

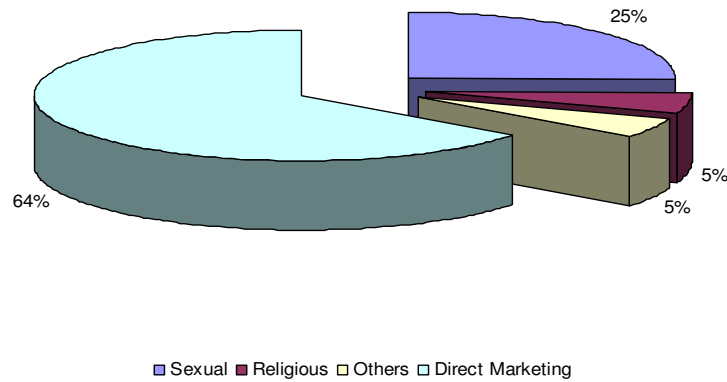


Figure 1: Respondents views on most common types of eMail SPAM

- o As shown in Figure 1, SPAM eMails received by stakeholders were typically of four broad types:
 - Direct Marketing Messages was 64%, representing the most common type of SPAM;
 - Sexual eMail SPAM was 25% of the total;
 - Religious SPAM was only 5% of the total; and
 - The remaining 5% was of other types of SPAM i.e. medical, sports, etc.

3.2.2 WHAT IS THE IMPACT OF SPAM IN THE KINGDOM?

The impact of SPAM on companies and ISPs performance was as follows:

- Bandwidth and productivity were highly affected in 42% of the ISPs. ISPs also reported that the bandwidth consumed by SPAM ranged from 5% to 25% of the total bandwidth.
- 78% of companies believed that the primary impact of SPAM was on their eMail server resources. 72% believed that it congested their network. 61% of companies reported that other major impacts of SPAM included the time spent by technical people to deal with SPAM and 42% stated that SPAM reduced employee's performance.
- There is very limited understanding among stakeholders of the nature of controls to be used to prevent SPAM, the process to be used to register a complaint in the event of receipt of SPAM, the agency to be contacted for this purpose, and the type of legal recourse available.

3.3 Anti-SPAM Policy Framework in Saudi Arabia

3.3.1 WHAT IS THE SPAM DEFINITION IN SAUDI ARABIA?

The definition of SPAM in Saudi Arabia under the Anti-SPAM Policy Framework is “Any unsolicited electronic message that contains commercial or objectionable content transmitted without prior consent through any communication media including, but not limited to, eMails, Mobile Messaging, fax, Bluetooth and instant messaging services”.



3.3.2 WHAT ARE WE DOING ABOUT SPAM IN SAUDI ARABIA?

In order to respond to the issues created by SPAM, an Anti-SPAM Strategic Framework was developed to address SPAM issues in Saudi Arabia.

In developing a strategy for Saudi Arabia, it was considered best to use the structure prescribed by the Organization for Economic Cooperation and Development (OECD)¹ for developing the Anti-SPAM Policy Framework. Accordingly, this strategy has been divided into seven key areas:

- Regulatory;
- Enforcement
- Industry driven activities;
- Technical solutions;
- Education and awareness;
- SPAM measurement, and
- International co-operation and exchange.

This strategy is to provide an overview of the approach recommended to combat SPAM in the Kingdom. Having defined the key initiatives to fight SPAM, an action plan has also been provided to develop the infrastructure, required to fight SPAM, in a systematic manner. More detailed recommendations on individual areas have been provided in separate documents.

3.3.3 WHAT ARE THE REQUIREMENTS FOR LEGITIMATE MESSAGING?

The requirements for determining if the transmission of electronic messages is legitimate are as follows:

1. Messages must contain accurate, free, functional and simple means to uniquely and effectively contact the message originator via a medium widely available and accessible to the general public. The contact information must be valid for at least 30 days after the message is sent; and
2. Every electronic commercial message that offers or promotes services or products must contain an unsubscribe facility, enabling the recipient to unsubscribe from further electronic messages. The unsubscribe option should be free, unconditional, and written in a simple and understandable language. The mechanism to unsubscribe must be made simple to apply and must not involve complex tasks. The unsubscribe facility must be valid for at least 30 days after sending the commercial eMail. The sender must stop sending eMails to the requester within a maximum period of 5 business days.

3.3.4 WHO ARE THE EXEMPTED PARTIES?

Saudi Government agencies and statutory bodies will be exempt when transmitting messages for a public purpose or statutory function, but must first obtain the permission of the CITC.

Prohibiting the transmission of SPAM messages does not preclude all types of unsolicited messages to be sent. The electronic messages excluded those sent with the authority of the Saudi Government or a statutory body for a public purpose or statutory function, after the authorization of the CITC has been obtained.

3.3.5 WHO IS GOING TO BE HELD LIABLE ?

Any individual or organization knowingly benefiting commercially from, or promoting SPAM messages will be held liable.

¹ <http://www.oecd.org>



In addition to the sender of the SPAM message, any other person or organization reasonably expected to have knowingly benefited from the transmission or promotion of SPAM messages will also be liable.

3.3.6 ARE THERE ANY PRIVACY CONCERNS?

The use of electronic messaging addresses of individuals and organizations in the Kingdom (eMail, mobile phone, Bluetooth identifiers, fax numbers, IM names, etc) for purposes other than the reason for which it was willingly provided by the relevant people or entities is prohibited.

Misuse of electronic messaging addresses includes:

- Use for purposes not intended or approved;
- The gathering of message addresses or phone numbers with intention to sell; and
- The purchase of collected messaging addresses or phone numbers

Agencies explicitly or implicitly authorized to possess the electronic addresses of others may not publish those addresses in any format or forum without the prior explicit authorization of the address owner.

3.3.7 WHAT ARE THE PROPOSED SANCTIONS?

Sanctions will be imposed for violations of the Anti-SPAM regulatory policy framework rules in accordance with the governing regulatory. For instance, messages of objectionable content will be primarily dealt with under the Anti e-Crime Act. SPAM messages misusing the telecommunications services² and/or causing a nuisance will be primarily addressed under the Telecommunications Act. Other types of SPAM messages will be forwarded to the appropriate authority depending on the content.

3.3.8 WHAT ABOUT THE PRIVATE RIGHT OF ACTION?

There will be no private right of action for any individual or organization. Only the regulatory enforcement agency will retain the right to sue SPAMmers in the Kingdom and abroad. For instance, the recipient cannot sue SPAMmers using the ANTI SPAM framework. Instead, the recipient can file a complaint with the CITC or the MoI depending on the message content. However, individuals, businesses and organizations will have the right to seek legal recourse in the court of law to recover all losses or damages including any consequential losses and/or damages.

3.3.9 IS RANDOM ADDRESS GENERATION PROHIBITED?

The use of dictionary attacks and address harvesting software to facilitate collection or generation of electronic addresses in any form is prohibited.

It is prohibited for any individual or organization to:

- Supply, acquire or use address-harvesting software;
- Supply, acquire or use an electronic address list produced using address-harvesting software; and
- Send electronic messages to users through the use of a dictionary attack or address harvesting software

3.3.10 WHAT ABOUT NATIONAL AND INTERNATIONAL SPAM?

The Anti-SPAM regulatory policy framework rules, supported by the Telecommunications Act and Anti e-Crime Act apply to:

² Please refer to the Telecommunications Act, Article 37.



- All SPAM originating within the Kingdom to anywhere in the world; and
- SPAM messages sent by Saudi citizens or Saudi organizations outside the Kingdom³.

An electronic message originates within the Kingdom when the individual or organization that sent the message is:

- An individual who is physically present in Saudi Arabia when the message is sent; or
- An organization whose central management and control, or subsidiary office is in Saudi Arabia when the message is sent; or
- The computer, server or device that is used to originate the message is located in Saudi Arabia.

An electronic message is received in the Kingdom when the relevant electronic account-holder is:

- An individual who is physically present in the Kingdom when the message is accessed; or
- An organization that carries on business or activities in the Kingdom when the message is accessed.
- The mail service provider who delivered the message to the recipient is a Saudi Entity.

3.4 When is a message considered to be SPAM?

Based on the SPAM definition mentioned earlier in the “Anti-SPAM Policy Framework for the Kingdom of Saudi Arabia”, the following factors are applicable:

- Applicable Messaging Medium

The definition of SPAM is not limited to any particular media; instead, it is applied to any media where electronic messages can be transmitted. For the time being, SPAM is being transmitted via electronic mail, Mobile Messaging, instant messaging services and Bluetooth.

- Content of SPAM

The definition of SPAM will only include content that has one of the following characteristics:

- a) Unsolicited and commercial.
- b) Unsolicited and objectionable.

The definition of SPAM does not include content that is unsolicited non-commercial or unsolicited unobjectionable in nature such as, unobjectionable religious, unobjectionable political, or awareness messages etc.

A commercial electronic message can be recognized by:

- a) The content of the message;
- b) The way in which the message is presented;
- c) The content that can be located using the links, telephone numbers or contact information (if any) set out in the message;
- d) The commercial purpose of the message such as:
 - Offering to supply goods or services; or
 - Advertising or promoting goods or services, or supplying goods or services. It is immaterial whether the product being promoted actually exists.
- e) Consent

³ Note, SPAM originating outside on the Kingdom, transmitted by non-Saudi citizens or organizations will be addressed through intentional agreements and working groups.



Explicit consent will be based upon an “Opt-In” model

The senders of messages must specifically obtain the permission from receivers to transmit messages to them prior to any messages being sent.

Electronic messages themselves are NOT an acceptable medium to obtain this opt-in consent. A commercial entity may not for example transmit a SPAM message soliciting subscription to a given service or product, with the exception of the case of a pre-existing “implicit” or “inferred” relationship (see below).

Consequently, companies and organizations will be responsible for maintaining up to date listings and documented proof of individuals who have “opted-in.” Companies and organizations must be prepared to be audited periodically and respond quickly, by providing evidence, when questions concerning the status of consent are raised.

“Implicit” and “Inferred” consent are supported

In addition to the explicit consent, implicit and inferred consent are supported and are assigned to:

1. All pre-existing relationships,
2. New relationships where the exchange of information via eMail or other messaging systems is inherent in the relationship, such as the relation between employers and companies, clubs and subscribers, etc. Certainly, such messages must only be in relation to the purpose for which the electronic address was provided. For example, a customer providing his eMail address while submitting an application to acquire a mobile line might reasonably expect to receive messages related to that service. However, the customer may not necessarily expect to receive messages related to another service such as travel services offered by a partnering business.
3. Conspicuous publication of electronics addresses unless otherwise stated⁴. Contact information that are published in a domain generally accessible to the public, for example, it appears on a website, newspaper, yellow pages, business cards, etc. may only be used to send messages relevant to the recipient’s work-related business, functions, duties, position or role concerned.

Withdrawal of consent

If an electronic account-holder has already consented to the sending of commercial electronic messages to his account, and the electronic account-holder sends the individual or organization a message indicating that he does not want to receive any further commercial electronic messages at that electronic address, then the withdrawal of consent takes effect within a maximum period of 5 business days where a business day is a day that is not a weekend nor a public holiday. Written confirmation of cancellation of subscription must be provided the recipient within this same time frame.

- Volume

The definition of SPAM is based upon the transmission of a single unsolicited message.

One unsolicited message received will be treated as SPAM assuming the other defining criteria are met.

⁴ Consent can not be inferred under this rule if the publicly advertised address is accompanied by a statement that the account holder does not wish to receive commercial electronic messages.



3.5 What to do when you are SPAMmed?

If you think your (eMail/mobile) has been SPAMmed, you have several resources:

1. Do not respond if you don't know the sender

If you receive SPAM from a sender that looks unknown to you, it is safer to:

- Delete the message straight away without opening it,
- Do not reply and do not open any links or click buttons, even if you receive a promise to remove you from the subscription list,
- Do not purchase products or services that are advertised using SPAM.

2. Contact the source (sender) directly to make a complaint

If you have already opened the message and assuming it contains accurate and fully functional message originators eMail addresses, telephone numbers and contact information, you may wish to contact that business directly by telephone or in writing, to make a complaint and request that they do not send you any more messages.

3. Report a SPAM complaint

You can report SPAM as follows:

- For complaints related to SPAM that has content which could be considered to be a nuisance or unsolicited marketing, complaints can be reported to the service provider (e.g. Internet service provider, mobile operator, etc). The service provider can then escalate the SPAM case to CITC if needed.
- For complaints related to SPAM that has content which is objectionable in nature and/or falls under the purview of the eCrime Act, complaints can be reported directly to the MoI.

Complaints can be reported through different mediums as follows:

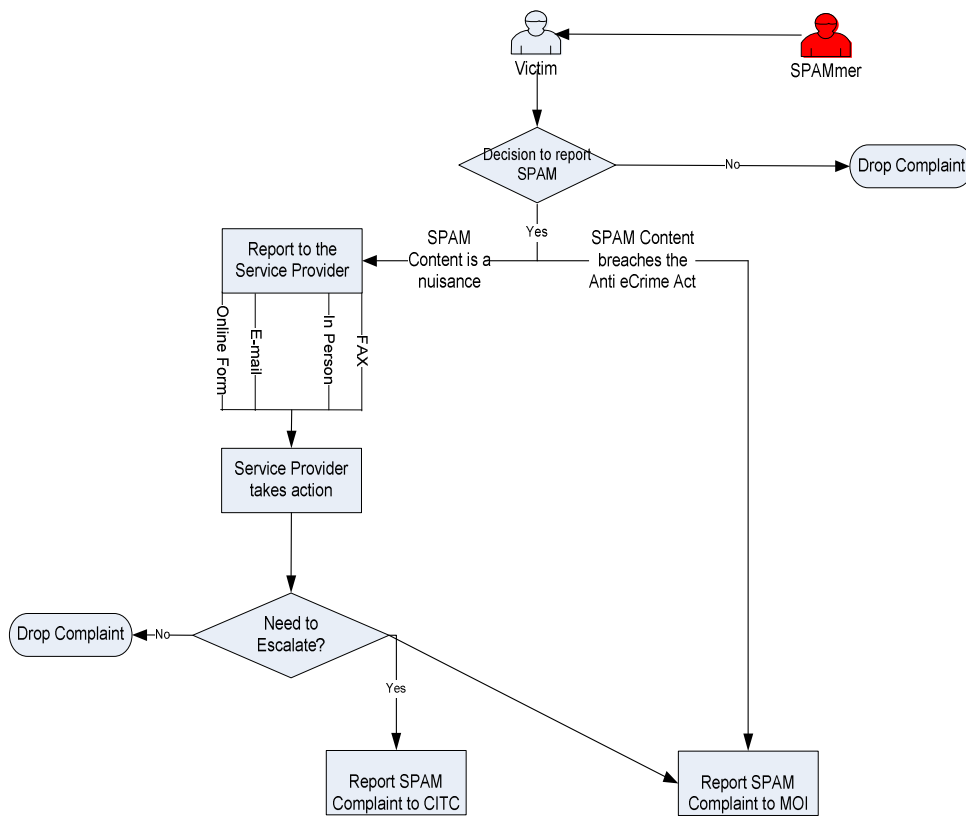
1. An online form;
2. In person;
3. By fax; and
4. By eMail⁵.

In order to fill your complaint using the above methods, you can use the following guides:

- If you want to submit your complaint using the online form, you can follow the following link (www.spam.gov.sa)
- If you want to report SPAM in person, you can go to: CITC
- If you want to forward SPAM anonymously, you can eMail it to (report@spam.gov.sa)
- If you want to report SPAM by fax, please use this number: +966-1-263-9228

The graphic below depicts the complaint process:

⁵ Please note that when reporting SPAM eMails; always forward the entire original eMail with its original header information intact.



3.6 Protection against SPAM

3.6.1 HOW CAN YOU AVOID SPAM?

1. Tips to avoid eMail SPAM

Currently there are many ways to avoid SPAM. Internet users are advised to apply the following methods to avoid eMail SPAM:

a. Avoid revealing your eMail address.

- Do not give out your personal eMail address unless you want to receive an eMail from the source,
- Don't publish your personal eMail address online,
- Don't use your personal eMail address when registering on websites, joining chat rooms or using newsgroups.

b. Check an organization's terms and conditions and privacy and consent policies before disclosing personal information

- Check the terms and conditions of any website before you provide any personal information when filling out web registration forms, surveys or online documents etc.
- Make sure that the organization's website contains options that allow you to unsubscribe from receiving eMails on offers or other marketing information, among your request,
- Pay attention to any options discussing how your eMail address will be used,
- Pay attention to check boxes that request the right to send you eMails or share your eMail address with partners,



c. Use separate eMail addresses for different purposes, such as a personal ‘friends and family’ eMail address - this might help you sort and priorities your eMail.

Whenever feasible, it is suggested you use separate eMail addresses for different purposes. For example, use one eMail address for public newsgroup or chat rooms while another one for personal messages. This way will help you sort and priorities your eMails and will make it harder for SPAMmers to collect your personal eMail and information.

- Create a secondary email address (such as a webmail address) which you can use in all cases where you fear the email address may in the future be use to SPAM you or may be sold to others. In the worst case, if SPAM becomes a serious issue with this account you can always discard it and create a new secondary account. Only use your primary account, as much as possible, only with reputable or secure parties.

d. Delete suspicious eMails.

Delete suspicious eMails without opening them. Also, avoid opening suspect attachments, even if the eMail seems to come from people you trust.

e. Use a filter

While filters are not perfect, they can cut down tremendously the amount of SPAM a user receives. Many ISPs and Web sites offer free eMail filters.

f. Stay in touch with Your ISP and ESP.

Also ask your Internet Service Provider (ISPs) and eMail Service Provide (such as Hotmail, Yahoo etc.) about what they are doing against SPAM.

g. Protect Your Computer

If your internet security is not up to scratch, SPAMmers can take over your computer and use it to send SPAM to other people without your knowledge. To avoid becoming an accidental SPAMmer (also known as a ‘zombie’), you should adopt these security practices:

- Use anti-virus software and update it regularly,
- Use personal firewall software,
- Download and install the latest security patches for your computer system,
- Keep your operating system (Windows, Apple OS X, etc) updated regularly,
- Use long and random passwords.

In addition, eMail attachments are risky: only open an attachment if you know what it is and who sent it; otherwise, delete it immediately. Run all attachments through up-to-date anti-virus software before opening them.

2. Tips to Avoid Mobile SPAM

a. Don’t reveal your mobile number

- Make sure when registering your mobile phone details with any organization, signing up or giving out your details. Do they need your mobile number and what will they use it for?
- Read the fine print (The part of a contract that contains reservations and qualifications that are often printed in small type) carefully to find how your mobile number will be used if you write down your contact details. Companies can legitimately send you advertising with your permission, but you can opt out. Make sure, there is a box you can tick to say you don’t want to receive advertising about “similar products or offers”,
- Use caller ID blocking “if it is available in your GSM network” to hide your number when calling.

b. Ask questions if you have any uncertainties or you don’t understand



A professional service provider should answer your questions like:

- Who and where is the message from? If you receive an SMS or MMS message offering a product or service, does it include?
 - The name of the organization or individual who sent the message?
 - Contact details?
 - A way of opting out?

If they don't have all the above details, it could be SPAM.

- What, when and how much? If you receive an offer sent to your mobile phone, ensure that you know how much it will cost.
 - Is it a one-off cost or are you signing up to the ongoing cost of a subscription service?
 - If it is a subscription service, is there a minimum term?
 - How does the pricing work? Are you paying to receive calls and messages as well as send them?
 - What is the total cost of the service?
 - How do you opt out or cancel the subscription?
 - Does the offer sound too good to be true? If you have received an offer that is too good to be true, then it is probably SPAM!
- Be wary of “free” offers. Are they really free or are you paying for them elsewhere?
- If you read the words “Terms and Conditions apply” or “Conditions apply”, find out what they are because the offer may not be so tempting when you consider all the terms and conditions.

c. Check the message you receive before you reply

Once you receive an unusual text message from a number you don't recognize:

- Check the number before replying, particularly if all you can see is a name of the sender,
- If the number begins with “700” it is a premium rate service and you are likely to be charged a higher rate for a text or call. You may be charged for future text messages that you receive as well as messages you send,
- If you don't think you subscribed to the service, it could be a SPAM,
- Check if your mobile phone service provider offers a service allowing you to check a number to find out which company sent the text.

d. Check your bill

- Always check your bill for any charges you did not authorize. Premium rate calls and subscription services should be included on your bill. Contact your mobile phone service provider if you have any questions,
- Check if your mobile service provider can place a monthly spending limit on premium SMS services. Some mobile service companies enforce an automatic monthly spending limit on the total bill, which they may be able to reduce this risk.

e. Stay in touch with Your Mobile Service Provide

Ask your Mobile Service Provider about what they are doing against SPAM.



3.6.2 WHAT ARE THE TOOLS AVAILABLE TO COMBAT SPAM?

Anti-SPAM tools might be reasonably effective at decreasing the amount of unwanted eMails that you receive. For instance, SPAMhelp.org is an information repository web site that provides information on fighting SPAM from a variety of perspectives. It provides practical information and techniques on the following:

- SPAM filtering software available to control SPAM. This includes both Client-Based solutions and Server-based solutions.
- SPAM filtering hardware available to control SPAM. This includes different types of appliances.

You can find below more information about these techniques.

1. Software Solutions

Anti-SPAM software solution is the first level of defense against SPAM. It is divided into two categories:

a. Client-Based Anti-SPAM Software:

The Client-Based Anti-SPAM software is available as stand-alone products that filter mail before reaching the eMail client or as an add-on that integrate with your eMail client. For example, the link below provides a list of anti-SPAM software that can be installed on your own computer, performing SPAM filtering as you receive it.

<http://www.SPAMhelp.org/software/listings/client-side/>

b. Server-Based Anti-SPAM Software:

The Server-Based Anti-SPAM software normally perform SPAM identification and filtering before legitimate eMails are distributed to the intended recipients throughout the network, thus reducing the impact that SPAM has on end-user productivity and on network resources. For example, the link below provides a list of anti-SPAM software for servers that can be installed either on the mail server itself or in front of the mail server.

<http://www.SPAMhelp.org/software/listings/server-side/>

2. Hardware Solutions

Anti-SPAM Hardware solutions provide detection, blocking, and policy enforcement capabilities to maximize the protection against latest SPAM and virus attacks.

For example, the link below provides a list of hardware solutions that are used to combat SPAM:

<http://www.SPAMhelp.org/appliances/>

3.6.3 HOW CAN YOU AVOID PHISHING?

- Do not supply your personal, account information and credentials through any electronic means unless you are certain of the requestor's identity and of his/her authorization to have your personal information;
- Do not respond to messages that requests your personal information, including usernames and passwords;
- Do not click on links within eMails to follow them. You can instead, after verifying the correctness of the displayed link, copy and paste it into your browser or manually type it in;



- Do not open eMail attachments if you are not expecting them. Even if the messages come to you from people you know, they could contain programs that will steal your personal information;
- Do not use contact information provided in suspected eMails;
- Do not send sensitive information over the internet until you check the web site's security status;
- Pay attention to the URL, or web site address for example (.com, .net, .gov, etc.);
- Protect your computer with SPAM filters, anti-virus and anti-Spyware software, and a firewall, and keep them up to date; and

3.6.4 HOW CAN YOU AVOID SPYWARE?

- When visiting unknown sites, make sure that you don't download or install any software or patches that the website offers unless you know exactly what it does.
- When installing any software obtained on the internet, make sure to carefully read all of the licensing agreements related to the software. In many cases, information about monitoring functionality or the vendor's right to install additional software is included in these documents.
- When installing any application, make sure to recognize if any other programs are installed other than the desired application. Remove these applications if they appear suspicious.
- Keep your operating system and software up to date.
- Install Anti-Virus and Anti-Spyware Tools from trusted sources.
- Configure your eMail to display eMail in text format as opposed to HTML format. This can eliminate most of the risks from embedded script, web bugs, and other HTML-enabled techniques used by attackers.
- In order to increase online security, configure your browser to block active content like Java, scripting, pop-ups, images, etc.

3.6.5 HOW CAN YOU AVOID MALWARE?

- Use personal firewall software;
- Install Anti-Virus and Anti-Spyware Tools from trusted sources;
- Regularly install updates & patches and backup your data and programs;
- Do not install peer to peer (P2P) software i.e software that permits users to locate, share and distribute information among workstations without connecting to central server; and
- Use Malware blocker to add unwanted sites to Internet Explorer's restricted sites security zone.

3.7 How can you keep yourself updated with SPAM related issues?

- Who receives our eMails?



Only those who subscribe to CITC Anti-SPAM mailing list receive our Anti-SPAM related advisories. Those who subscribe are sent a confirmation eMail. To ‘opt-in’ means you have entered your first name and eMail address and clicked on the subscribe button.

- Why were you sent an eMail you do not want?
 - You have forgotten that you signed up for a service.
- What information is sent to subscribers who have signed up with us?

CITC sends various types of SPAM awareness mails on a regular basis to subscribers as one of its ongoing awareness activities. These types of mails include:

- SPAM awareness topics and news;
 - SPAM related statistics;
 - Information on some of the latest Anti-SPAM tools and technologies; and
 - SPAM awareness materials.
- How Can You Unsubscribe & make changes?

You may at any time choose to unsubscribe to the SPAM awareness Mailing list. To unsubscribe, you will be asked to enter your request in a specified page, and your request will be processed immediately. You will be removed from our list and you will not receive future messages from us.

All eMail list messages contain the information necessary for removal from their appropriate list.