

The London Action Plan: A 21st Century Model For Anti-Spam Co-Operation.

Mike Haley

Director of Consumer Protection

Office of Fair Trading



London Action Plan

International spam enforcement network

Office of Fair Trading:

- **UK central government consumer protection and competition authority –**

- Enforcement of consumer protection and competition legislation
- Consumer/business education
- Market studies
- Policy

- **Mission:**

“To make markets work well for consumers”



London Action Plan

International spam enforcement network

London Action Plan

Formed in London, November 2004

“The purpose of this Action Plan is to promote international spam enforcement cooperation and address spam related problems, such as online fraud and deception, phishing, and dissemination of viruses. The participants also open the Action Plan for participation by other interested government and public agencies, and by appropriate private sector representatives, as a way to expand the network of entities engaged in spam enforcement cooperation



London Action Plan

International spam enforcement network

London Action Plan

Overview:

- Informal
- International/global cooperation
- Public-private collaboration
- E-mail Spam
- Fraud/scams



London Action Plan

International spam enforcement network

London Action Plan

Enforcement agencies agree to:

- **Designate a point of contact**
- **Encourage national coordination on spam enforcement and points of contact**
- **Take part in LAP conferences**
- **Engage in a public – private dialogue**
- **Assist in cross-national investigations**



London Action Plan
International spam enforcement network

London Action Plan

Private sector organisations agree to:

- **Designate a point of contact**
- **Establish a resource list within sectors**
- **Participate in LAP activities**
- **Report on cases, technology, trends**
- **Assist in training on investigative techniques**
- **Cooperate in providing information on spammers**



London Action Plan

International spam enforcement network

London Action Plan

- **Participants in LAP promise to work together out of a mutual interest in the fight against illegal spam**
- **Cooperation is subject to national law and international obligations**
- **Participants are not held to give confidential or commercially sensitive information**



London Action Plan

International spam enforcement network

London Action Plan

Who can become a member?

- **Spam/cyber crime enforcement agencies**
- **Governments/Ministries**
- **Industry**
- **Special interest groups**



London Action Plan

International spam enforcement network

London Action Plan

Why?

Our world is changing fast

The internet is global

It has no borders

It has no border patrols

It has no laws

It speeds up globalization

It shows the limits of national law

It shows the limits of national enforcement



London Action Plan

International spam enforcement network

London Action Plan

Results

5th meeting in Wiesbaden, 27-30 October 2008

Teleconferences every 2 months

Spam referral pro forma developed

International cooperation between states

Cross EU spam enforcement cases

Nigerian, Chinese and Russian

representatives

US Safe web Act



London Action Plan

International spam enforcement network

London Action Plan

Benefits

Informal

Enforcers inform each other

Governments hear about effects of law, needs, statistics, threats, results

Private business shares data and experience

All: contacts at key points; information exchange; trust; success



London Action Plan

International spam enforcement network

London Action Plan

How to become a member?

admin@londonactionplan.org

<http://londonactionplan.org>



London Action Plan

International spam enforcement network