



*National Computer Board*

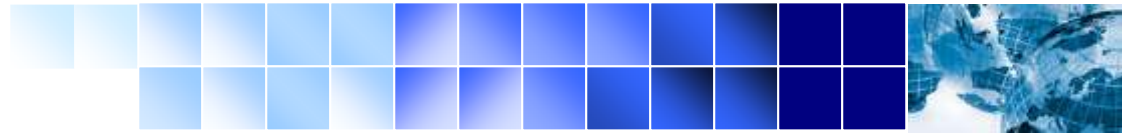


# **Mauritius Anti-Spam Initiative**

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**Manager, Planning, Research and Development  
National Computer Board**

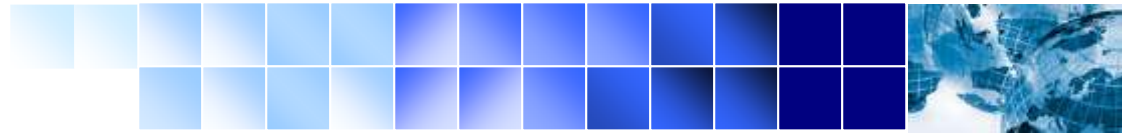
**E-mail: [vmauree@ncb.mu](mailto:vmauree@ncb.mu)**



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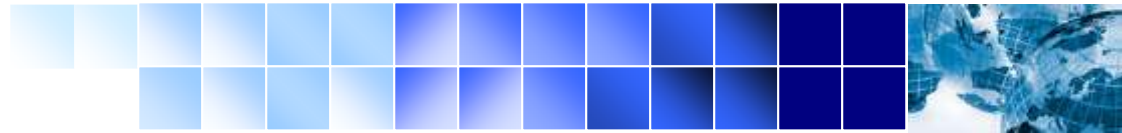
- ▶ **Anti-Spam Initiative : Why?**
- ▶ **Spamming in Mauritius**
- ▶ **Anti-Spam Committee**
  - ◆ Definition of Spam
  - ◆ Anti-Spam Strategy
- ▶ **Anti-Spam Awareness Campaign**
- ▶ **Conclusion**



## Anti-Spam Initiative : Why?

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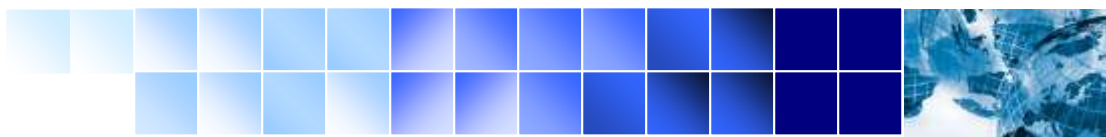
- ▶ **Spam is a threat to the Information Society**
- ▶ **WSIS Plan of Action : Mandate for international action against spam (Paragraph C5, d)**
  - ◆ *'Take appropriate action on spam at national and international levels.'*
- ▶ **Problems caused by Spam**
  - ◆ Identity theft and fraud – through phishing attacks and spyware
  - ◆ Invasion of privacy
  - ◆ Network Security Problems
  - ◆ Additional cost burden for everyone – ISPs, employers, workers
  - ◆ Reduced consumer confidence
  - ◆ Jurisdictional issues



## Spamming in Mauritius

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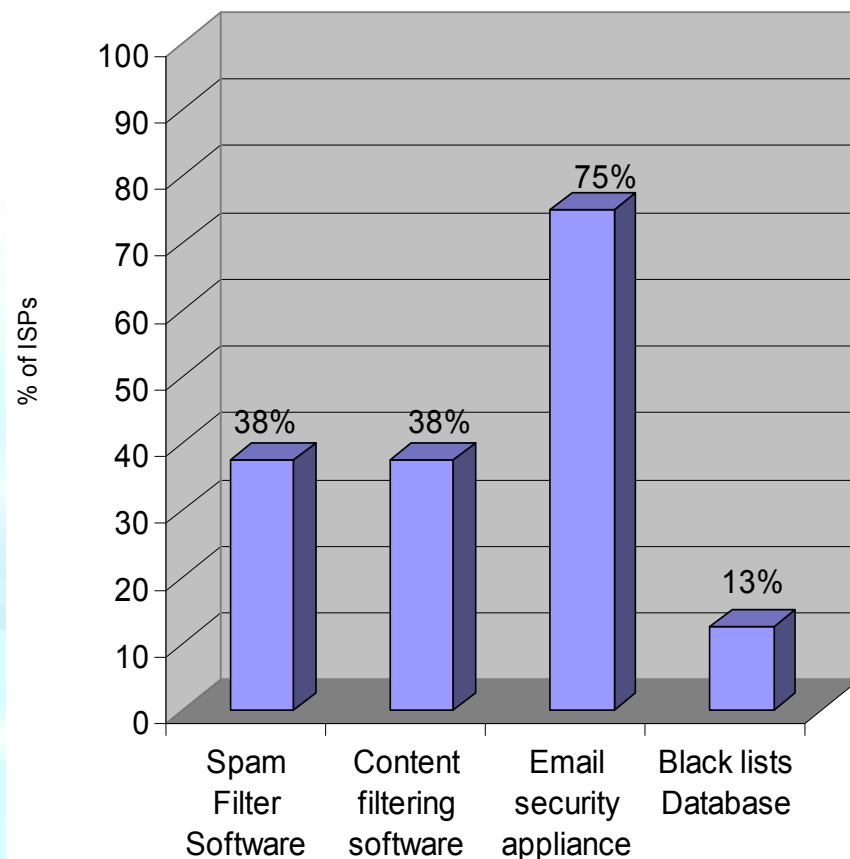
- ▶ **Spam Study at Level of ISPs** - *NCB, September 2006*
  - ◆ 74% of ISPs reported that they receive more than 500 spam e-mails on a daily basis.
  - ◆ 62% of spam e-mails originate from overseas
  - ◆ Tactics adopted by spammers
    - E-mail harvesting
    - Exploit open relays
    - Hijack computers (zombies)

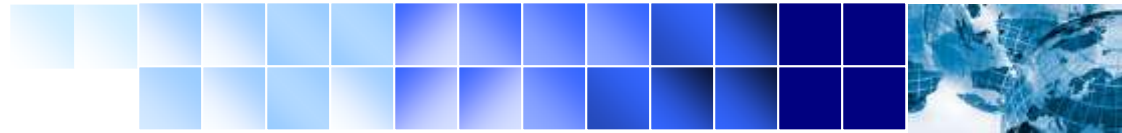


# Spamming in Mauritius

## ▶ Spam Study at Level of ISPs

- ◆ 75% of ISPs are using e-mail security appliances as technological measures to protect against spam
- ◆ 62% of ISPs mentioned that more than 70 % e-mails received from overseas are spam
- ◆ 25% of ISPs reported having received complaints from subscribers regarding spam email

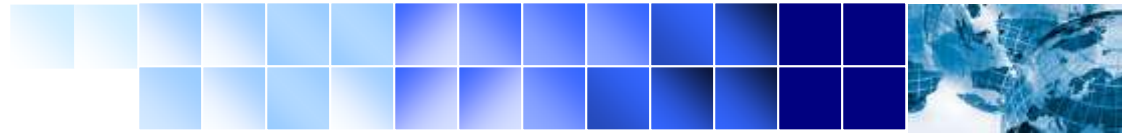




## Anti-Spam Committee

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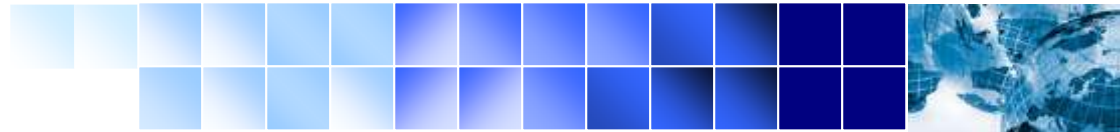
- ▶ **Set up in September 2005**
- ▶ **Terms of Reference**
  - ◆ Develop an Anti-Spam Action Plan for Mauritius
  - ◆ Make recommendations on public awareness programmes to educate the public and businesses on the steps that they can take to protect themselves from spam
  - ◆ Review the current legal framework and make recommendations on legislative proposals for spamming
  - ◆ Develop anti-spam guidelines to be adopted to local ISPs and codes of practice for industry players
  - ◆ To coordinate with international organizations to counter spamming
- ▶ **Anti-Spam Action Plan submitted in May 2006**



# Anti-Spam Strategy

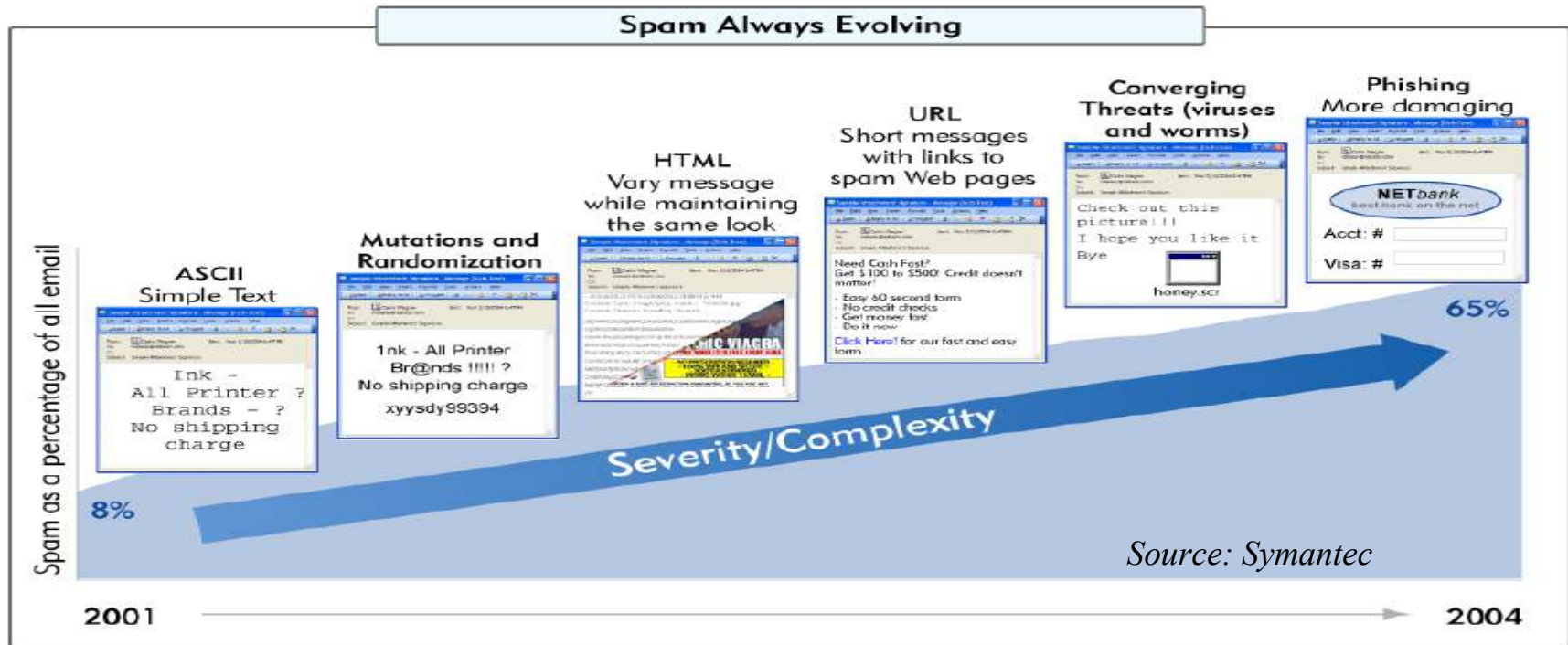
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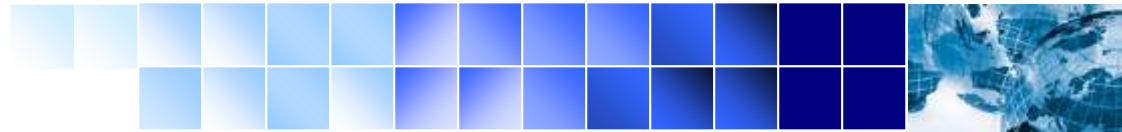
- ▶ **Definition of Spam proposed**
- ▶ **Action Plan is based on 4 aspects**
  - ◆ Public Awareness – Consumer education
  - ◆ Adoption of industry best practices for ISPs and commercial organisations engaged in e-mail marketing;
  - ◆ Anti-Spam legislation
    - curb indiscriminate form of email spam, e.g spammers who send out millions of emails harvested from the Internet, phishing attacks
  - ◆ International Co-operation
    - Tackle cross border issues
    - Learn from experience of other countries
- ▶ **Anti-Spam Co-ordination Committee set up in August 2006 to monitor implementation of action plan**



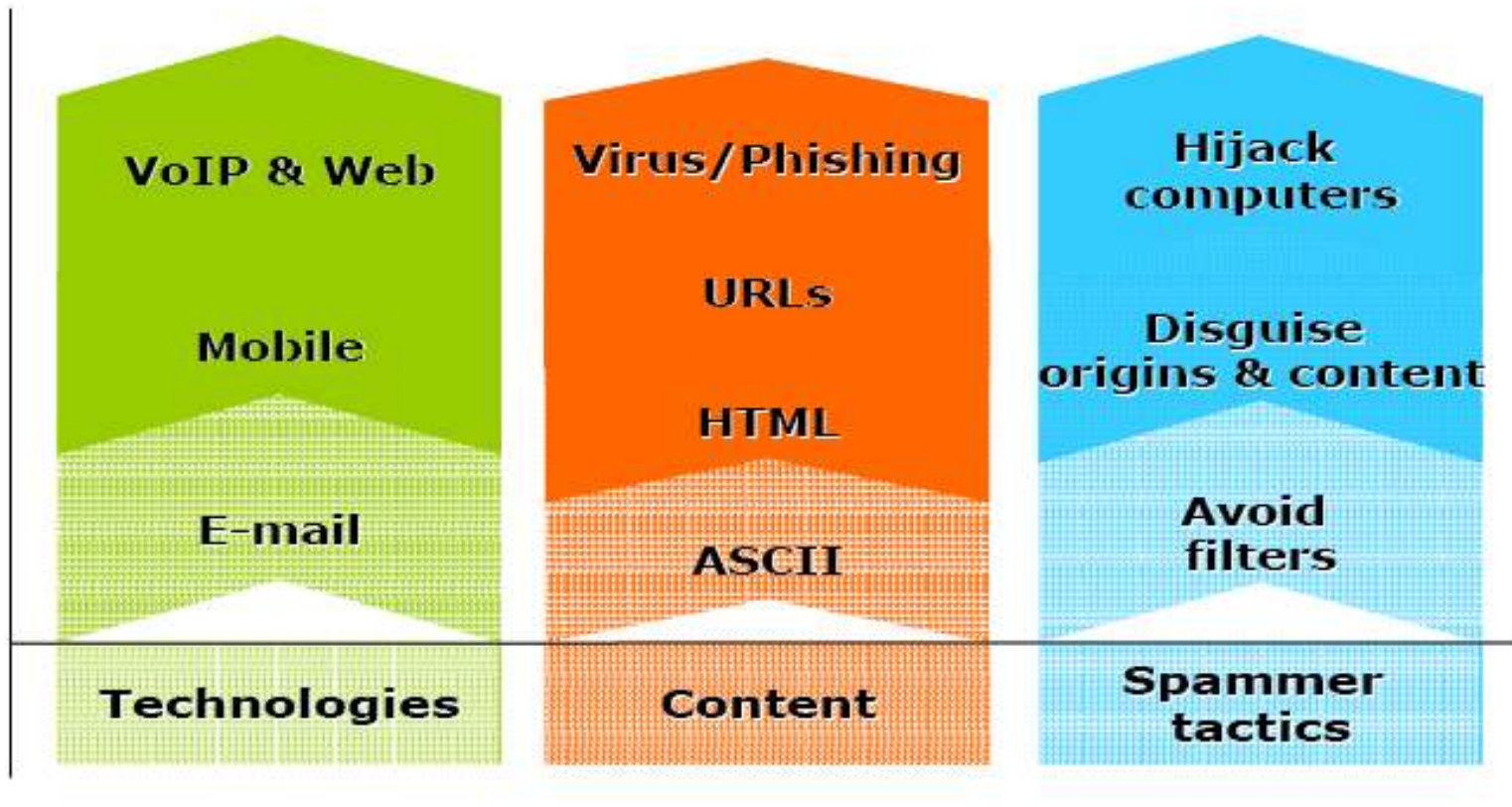
# What is Spam?

- ▶ **No global consensus on a definition for Spam**
  - ◆ Term “Unsolicited electronic messages” is widely used

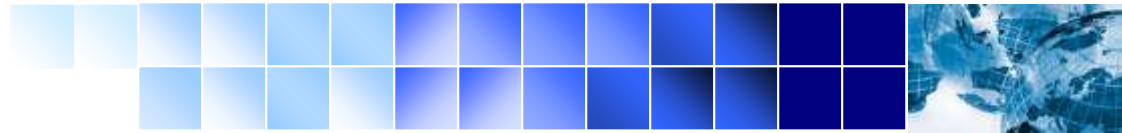




# Spam Evolution



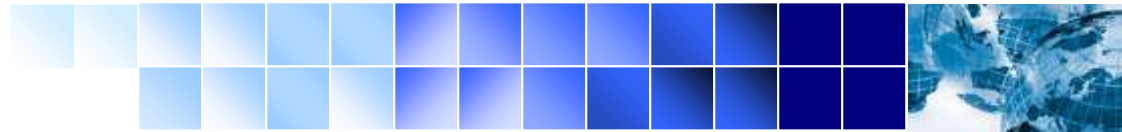
Source: OECD



## Spam – Definition Adopted

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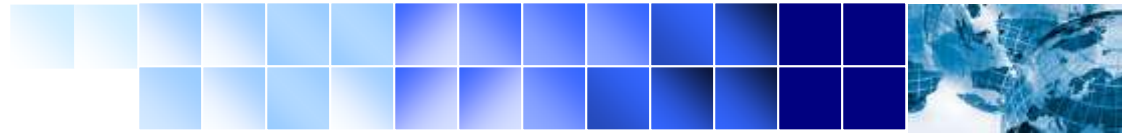
*“ Unsolicited communications sent in bulk over an electronic media such as e-mail, mobile (SMS, MMS) and instant messaging services, usually with the objective of marketing products or services.”*



## **Anti-Spam Action Plan Implementation**

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- ▶ **Implementation of recommendations pertaining to awareness part of the strategy by NCB**
- ▶ **Anti-Spam Co-ordination Committee**
  - ◆ Monitor progress of implementation
  - ◆ Co-ordinate implementation of action plan
- ▶ **Anti-Spam Awareness Campaign Launched on 16<sup>th</sup> October 2006**
- ▶ **Further consultation on other recommendations ongoing during NICTSP**



# Anti-Spam Awareness Campaign

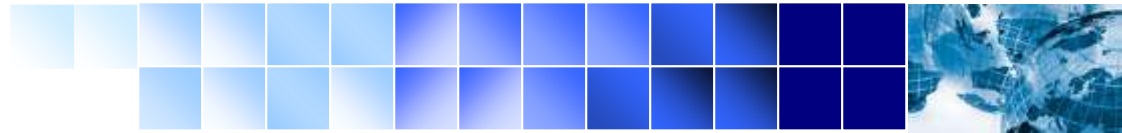
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## ▶ Objectives

- ◆ Sensitise the general public and businesses on the problem of spamming
- ◆ Educate users on preventive measures to adopt
- ◆ Assess measures being implemented at level of ISPs and perception of users about the spamming problem

## ▶ Main Targets

- ◆ Businesses
- ◆ People at the workplace
- ◆ Students
- ◆ General Public



# Anti-Spam Awareness Campaign

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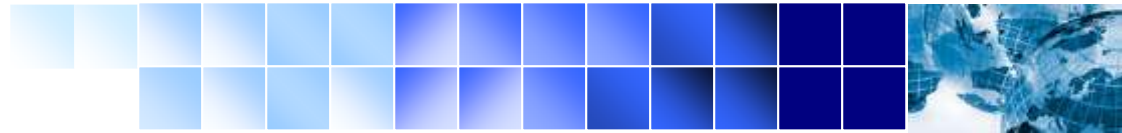
## ▶ Main Activities

### ◆ September 2006

- Development of Anti-Spam Website
- Anti-Spam Slogan
- Development of Promotional Tools : Anti-Spam Brochure, Poster and Guide.
- Carry out Spam Study at level of ISPs

### ◆ October 2006

- Anti-Spam Seminar
- Anti-Spam Website
- Report on Spam Study at level of ISPs
- Carry out Spam Study at level of Users
- Disseminate Anti-Spam Slogan, Posters and Brochures to businesses and public sector institutions



# Anti-Spam Awareness Campaign

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## ▶ **Main Activities**

### ◆ **November 2006**

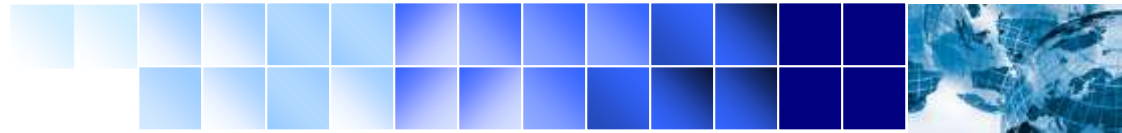
- Anti-Spam Pledge
- Anti-Spam Guide for End Users
- Report on Spam Study at level of Users
- Monitoring of spam at National IXP level

### ◆ **January 2007**

- Anti-Spam Awareness Sessions For teachers and students of Secondary Schools as from January 2007. Three sessions are planned each month till September 2007.

### ◆ **March 2007**

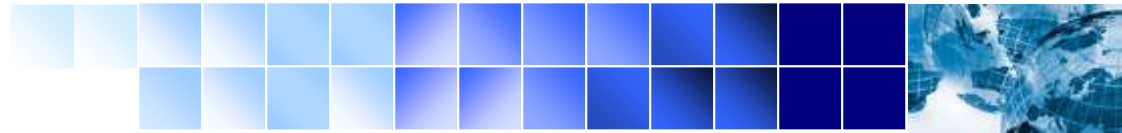
- Internet Fiesta



# Anti-Spam Slogan

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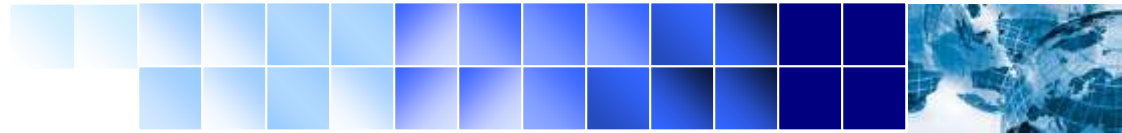
- ▶ **3 parts**
  - ◆ Uniform Logo
  - ◆ Spam Definition
  - ◆ Key Tips for Users



## Anti-Spam Slogan - Logo

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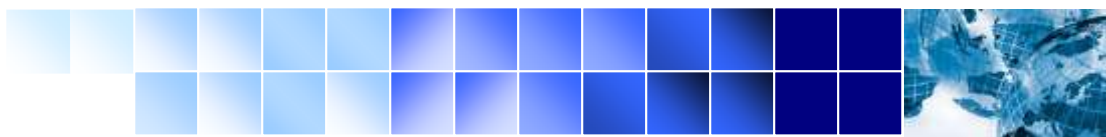




## Anti-Spam Slogan - Definition

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***“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.”***



## Anti-Spam Slogan – Key Tips

### Key Tips for Users

#### 1. Protect your computer

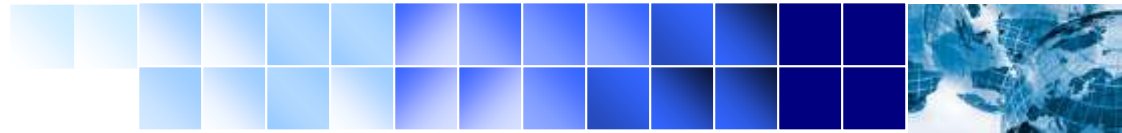
Spam is a growing source of computer viruses. It is critical that you protect your computer from virus-carrying messages. Install and regularly update antivirus and anti-spam software. If you don't have the extra protection of a firewall, get it.

#### 2. Protect your email address

Reserve one email for your trusted personal and business contacts. Create a separate, expendable email address for other online uses.

#### 3. Protect yourself

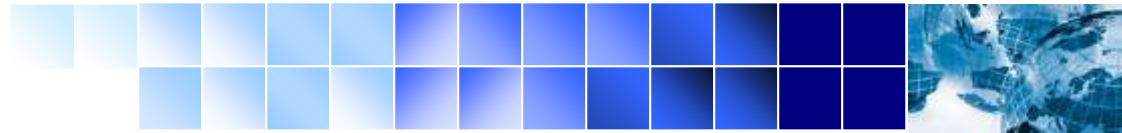
Don't try, don't buy and don't reply to spam. Just delete it. It's a great way to prevent receiving more spam in the future. Configure your e-mail client so as to block incoming mail from spammers.



## Anti-Spam Website

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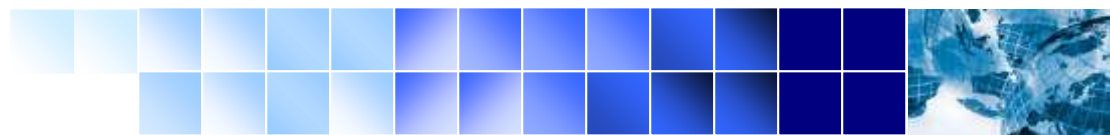
- ▶ **<http://www.ncb.mu/anti-spam>**
- ▶ **Information About Spamming Issues**
- ▶ **Spam Situation Overseas**
- ▶ **Tips For End Users**
- ▶ **Spam IQ Test**
- ▶ **Anti-Spam Awareness Events**
- ▶ **Pledge Support**
- ▶ **How to report spam**



## Conclusion

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- ▶ **Spam**
  - ◆ No agreed universal definition
  - ◆ Threat to Information Society
  - ◆ Cross-border issues
- ▶ **No unique solution**
  - ◆ Multi-layered approach necessary
- ▶ **Mauritius**
  - ◆ Start by sensitising people about the spamming problem
  - ◆ Educate people on the preventive measures to adopt
  - ◆ Anti-Spam Awareness Campaign
  - ◆ Action plan being finalised during the NICTSP



# Anti-Spam Initiative

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Thank you for your attention!!!