



**COUNTERING SPAM:
THINKING LOCALLY AND
ACTING GLOBALLY!**



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Geneva, ITU

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International Telecommunication Union

www.itu.int/spam

STOP
SPAM





STOP SPAM COUNTERING

WHAT IS 'SPAM'?

- ▶ **Australia:** defined as “unsolicited commercial electronic messages” (though the word “Spam” is not specifically mentioned), judicial provisions are technologically neutral: legislation includes Email, SMS, MMS and instant messaging; while faxes and voice-to-voice telemarketing are excluded, no reference to bulk messaging - a single unsolicited commercial electronic message could be Spam.
- ▶ **EU:** term Spam is neither defined nor used, the term “electronic mail for the purposes of direct marketing” is used, judicial provisions are technically neutral: legislation includes Email, calling machines, faxes and SMS messages.
- ▶ **USA:** term Spam is neither defined nor used, a FTC- definition of a “Commercial Electronic Mail Message” exists, judicial provisions not limited to Email: inclusion of mobile Spam subject to implementation (Action by the Federal Communications Commission on mobile Spam).

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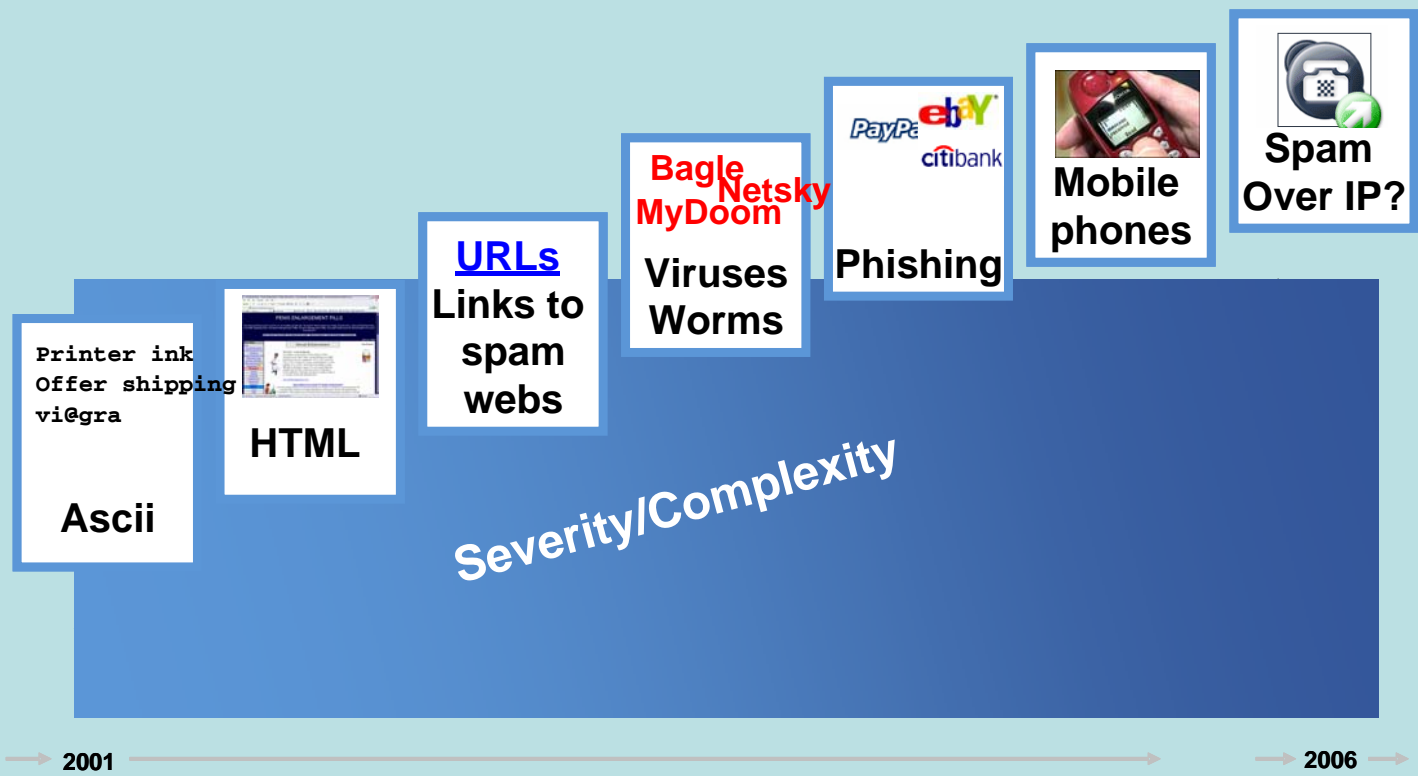




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SPAM HAS BECOME MORE DANGEROUS

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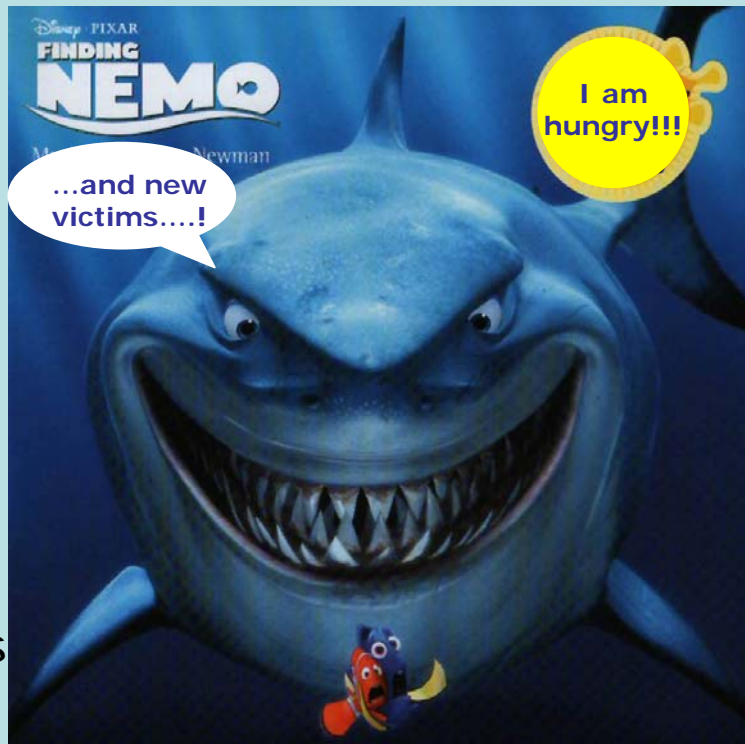
COUNTERING

RELATED THREATS

- Spam acts as a vehicle for related threats:

- Viruses
- Spyware
- Trojans
- BotNets

- These threats attack economies' networks from within



- Responding to technical attacks require additional expertise and expense
- Social attacks, such as phishing, also require education
- All damage the 'social value' of the internet

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SPAM COUNTERING

SPAM MAKES ALL COUNTRIES BORDER EACH OTHER

- **Spam is a cross-sectoral problem**, therefore different stakeholders need to be involved in different countries.
- **There is no unique solution** to spam. A multi-layered approach is necessary
- **International cooperation**, on both technical (standardization) and policy (legislation and enforcement) sides has been recognized as a key element to solving the problem.
- **Developing countries** are also dealing with the problem of spam, which has even more dramatic consequences on Internet access than in developed economies.

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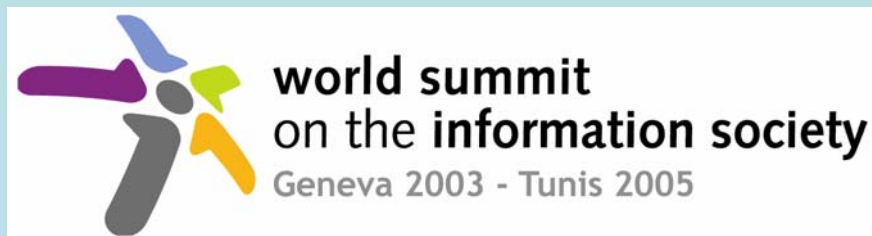


STOP SPAM COUNTERING

World Summit on the Information Society (WSIS)

- United Nations Summit led by ITU

www.itu.int/wsis



- International Declaration adopted in December 2003 recognized that spam is “significant and growing problem for users, networks and the Internet as a whole” (WSIS Declaration, paragraph 37)
- International Action Plan stated the need to “take appropriate action at both national and international levels” (WSIS Plan of Action, paragraph C5, d).
- World Summit in Tunis called for ITU to take the lead on cybersecurity issues, including spam

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A NEW COORDINATED APPROACH TOWARDS COUNTERING SPAM

- *"We call upon all stakeholders to adopt a multi-pronged approach to counter spam that includes, inter alia, consumer and business education; appropriate legislation, law enforcement authorities and tools; the continued development of technical and self-regulatory measures; best practices; and international cooperation."*
 - ▶ *Tunis Agenda for the Information Society, para 41*



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ITU: CALL FOR INTERNATIONAL COOPERATION

- ITU PP 2006?
- WTDC 2006: Resolution 45 “Mechanisms for enhancing cooperation on cybersecurity, including combating spam”
- WSIS Phase II (2005): Internet Governance, 3b) Public Policy Issues Related to Use of the Internet;
- WTSA Resolution 51-52 (2004): Combating spam and Countering spam by technical means;
- WSIS Phase I (2003) DoP: 5) and PoA C5. Building confidence and security in the use of ICTs;
- ITU PP Res 130 (2002): Strengthening the role of ITU in information and communication network security;
- UN Resolutions 58/199 (2004) and 57/239 (2002): Creation of a global culture of cybersecurity and the protection of critical information infrastructure;



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STOP SPAMMING

LEGISLATION

- On the legislative front, a great deal of experience has been gained as to the commonality, differences and effectiveness of different approaches of national anti-spam legislation.
- ITU commissioned study prepared by Harvard Law School entitled **A Comparative Analysis of Spam Laws: the Quest for Model Law** analyzes the level of consensus and differences among extant laws and made some preliminary recommendations for inclusion in national spam legislation.
- As spam has evolved into a more criminal activity, legislation is not particularly helpful unless tied to effective enforcement
- This enforcement is often expensive, complex, and cross-jurisdictional in nature.



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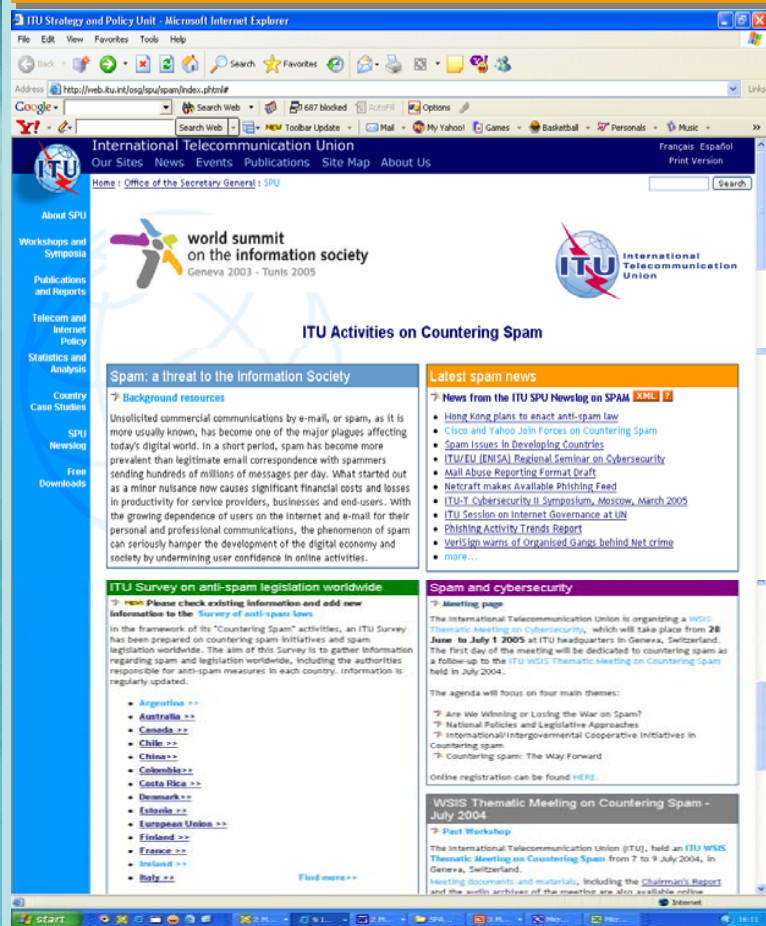




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SURVEY ON ANTI-SPAM LEGISLATION WORLDWIDE

<http://www.itu.int/spam>



Spam: a threat to the Information Society

Unsolicited commercial communications by e-mail, or spam, as it is more usually known, has become one of the major plagues affecting today's digital world. In a short period, spam has become more prevalent than legitimate email correspondence with spammers sending hundreds of millions of messages per day. What started out as a minor nuisance now causes significant financial costs and losses in productivity for service providers, businesses and end-users. With the growing dependence of users on the Internet and e-mail for their personal and professional communications, the phenomenon of spam can seriously hamper the development of the digital economy and society by undermining user confidence in online activities.

ITU Survey on anti-spam legislation worldwide

NEW! Please check existing information and add new information to the Survey of anti-spam laws

In the framework of its "Countering Spam" activities, an ITU Survey has been prepared on countering spam initiatives and spam legislation worldwide. The aim of this Survey is to gather information regarding spam and legislation worldwide, including the authorities responsible for anti-spam measures in each country. Information is regularly updated.

- [Argentina >>](#)
- [Australia >>](#)
- [Canada >>](#)
- [Chile >>](#)
- [China >>](#)
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Please help us in updating the ITU anti-spam survey!

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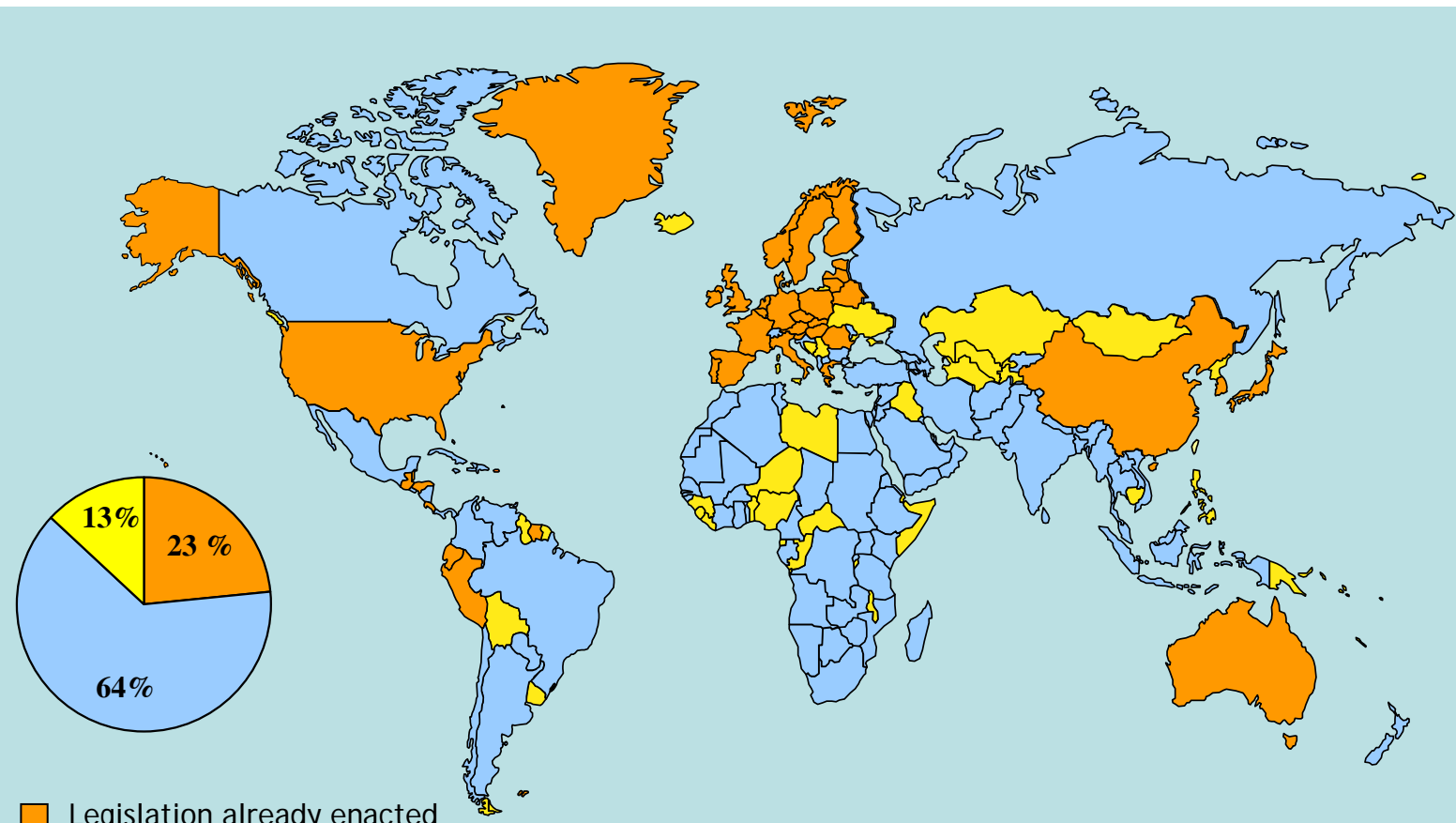




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COUNTRIES TAKING ACTION AGAINST SPAM

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- Legislation already enacted
- No responses received yet
- No legislation

The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.

CONSUMER AWARENESS

We've seen a number of consumer education and industry players about anti-spam measures and Internet security practices:

- Safer Internet initiative in EU
- Click Spam in France
- Netherlands initiatives
- UK Get Safe Online
- Online OnGuard in the US



- ▶ Question is how we can make generic version of these activities so that they can be re-leveraged by developing economies who do not have the resources to create from scratch
- ▶ ITU Cybersecurity Handbook for Developing Countries, 2006

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World Telecommunication Day/ World Information Society Day

- WTD 2006 Theme: **Promoting Global Cybersecurity**

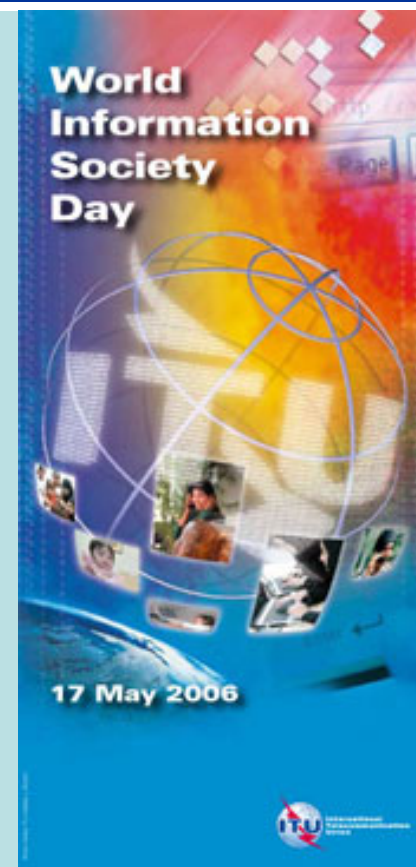
- ▶ to highlight serious challenges we face in ensuring the safety and security of networked information and communication systems

- In *Tunis Agenda for the Information Society*, adopted at WSIS (November 2005), UNGA called upon to also designate 17 May as *World Information Society Day*

- ▶ On 27 March 2006, UNGA adopted Resolution A/RES/60/252 proclaiming 17 May as annual World Information Society Day

- WTD 2006 **Promoting Global Cybersecurity** activities planned but after *Tunis Agenda* tasked ITU with C5 facilitation, combined initiatives

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COUNTERING

ITU CYBERSECURITY GATEWAY

CYBERSECURITY GATEWAY



- Home
- For Citizens
- For Governments
- For Businesses
- For International Organizations

- Information Sharing
- Watch and Warning
- Industry Standards and Solutions
- Laws and Legislation
- Privacy and Protection

Welcome to the Cybersecurity Gateway!

The purpose of the Cybersecurity Gateway is to provide an easy-to-use information resource on national and international cybersecurity related initiatives worldwide. In today's interconnected world of networks, threats can now originate anywhere - our collective cybersecurity depends on the security practices of every connected country, business, and citizen.

In this regard, we need national and international cooperation among those who seek to promote, develop and implement initiatives for a global culture of cybersecurity. In accordance with the theme of World Telecommunication Day/World Information Society Day 2006, ongoing ITU work programmes, and follow-up of the World Summit on the Information Society (WSIS), a number of cybersecurity initiatives are under development by ITU. I invite you to explore the vast resources and links available through the Cybersecurity Gateway and join with us in promoting global cybersecurity.

Yoshio Utsumi
Secretary-General, ITU



CYBERSECURITY GATEWAY MAP
Search for Cybersecurity organizations in your country. Click on the interactive map to start your entity search.

[Partnerships for Global Cybersecurity](#)

[Cybersecurity and Developing Economies](#)

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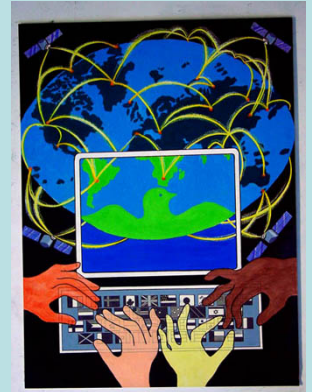
www.itu.int/cybersecurity



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WHAT STEPS SHOULD TAKEN TO BUILD CONFIDENCE AND INCREASE SECURITY?

- Building confidence and security in the use of ICTs are crucial elements in further developing the Information Society.
- Provide forum for regulators to discuss issues, challenges and threats.
- Help developing countries formulate legislation for combating spam and building cybersecurity.
- Need for greater coordination of national Internet security initiatives and for enhanced international cooperation in combating viruses, and fighting cybercrime.
- Promote the development of a multilateral agreement on cooperation against spam and towards global cybersecurity.



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CONCLUSION

"We must be creative in finding new ways to cooperate in addressing problems created by those who would abuse networks for their own profit and gain. We must find new methods for regional and international cooperation. And of course, we must find ways to facilitate the participation of developing countries in ICT policy discussions so that their particular interests, needs and concerns are understood.

I can promise you that ITU, with its broad membership of 190 Member States and almost 700 private sector members, stands ready to assist in this endeavor."

**Yoshio Utsumi, ITU Secretary-General,
WSIS Thematic Meeting on
Countering Spam, July 2004.**



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STOP SPAM COUNTERING

UNITED WE WILL WIN THE FIGHT AGAINST SPAM!

Your Courage

Your Cheerfulness

Your Resolution

**WILL BRING US
VICTORY!**

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ITU Activities on Countering
Spam

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MORE INFORMATION

- ITU Activities on Countering Spam
www.itu.int/spam
- ITU Cybersecurity Gateway
www.itu.int/cybersecurity
- ITU-T Activities on Spam (Study Group 17)
www.itu.int/ITU-T/studygroups/com17
- ITU-D Activities on Spam
www.itu.int/ITU-D/treg/
www.itu.int/ITU-D/e-strategies
- Anti-spam laws and authorities worldwide
<http://www.itu.int/spam/law.html>
- World Summit on the Information Society
www.itu.int/wsis

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Thank You!

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