

ITU - WSIS



Italian contribution

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ITU WSIS
Italian experience
on
Countering spam

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The Italian regulatory framework

Code of electronic communications:

it implements the new EU regulatory framework on the provision of public networks and services;

Code of personal data protection:

it implements the EU directive on privacy and electronic communications;

Main rules

- prior consent (opt-in): prohibition of the sending of unsolicited electronic messages (fax, e-mail, SMS, MMS);
- all direct marketing messages must include a valid reply address
- prohibition of the disguise of identity of the sender

RESULTS

In spite of:

**Legal restrictions
Deployment anti-spam technologies**



Spam increases



**Confidence in security and usability
decreases**

Laws enforcement

The legal approach is necessary but not specific to spam

while

the enforcement law is specifically addressed to spam:

self-regulatory approach

technical measures approach

education and awareness

Code of self-regulation

The Ministry , according to data protection Authority, is coordinating a working group with the task of drafting a self-regulation code.

The intent is to share a common set of experiences and possible solutions in order to pursue multiple approaches which can provide significant benefits.

Spam definition

Without a consolidated definition of spam, the working group adopts, as reference, an agreed definition taking into account the fact that

spam is:

- always an electronic message (e-mail, SMS, MMS), unsolicited and sent in bulk
- not always a commercial message, but also a vehicle for viruses or for illegal, fraudulent, offensive content

The aim of the self-regulation code

**Protection of
communications integrity and users rights**

particularly:

- **minor protection**
- **reduction of privacy attack**
- **reduction of costs generated by download of spamming messages**
- **prevention of viruses diffusion**
- **information to users**

The Adherents

All electronic communications services providers, consumers associations, ISP, mail-box providers who sign voluntarily the self-regulation code.

The voluntary adhesion requires the acceptance of contents and the observance of conditions included in the self-regulation code

Technical measures 1

The fixed and mobile communications service providers will use automatic filtering systems based on possible combination criteria, such as:

- bulk of SMS coming from the same switch at the same time;
- the same origin;
- a specific word in the text of the message (e.g. “899” for premium services)

Technical measures 2

The ISP and ESP will use automatic filtering systems on the basis of specific agreement with their subscribers, free of charge or not, in order to offer different solutions for different efficiency characteristics and different costs, such as:

- mail-box, where store and exam spam**
- specific services for students and minor**

EDUCATION AND AWARENESS

As consumers can proactively protect themselves from spammers through education and use of up-to-date tools and software, all the adherents will engage:

- to inform their customers with a periodic, adjourned and **clear** documentation on the features of tools and on the right level of protection
- to provide users with suggestions to minimize their exposure to spam

Surveillance Committee

The adherents constitute a Surveillance Committee:

- to monitor spam quantitatively and qualitatively
- to classify antispam systems and their efficiency
- to survey the application of the code
- to publish data results
- to point out non-fulfilments

Conclusions

It's commonly recognized that if we want to slow the growth of spam it will be more and more necessary to act upon:

- a collective work and contribution,
- a large variety of measures and initiatives,
- at national and international level