An Introduction to eco's Anti Spam Projects

OECD

Paris

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Spotspam - Mission Statement

♦ **Spotspam: Self-Regulatory Plan on Tackling Spam**
♦ **facilitate evidence-gathering and exchange of information when legal action is taken against spammers and their beneficiaries**
♦ **provide for an international source of information to monitor the number of spam complaints / the size of the problem**
♦ **deter potential spammers**
♦ **reduce the overall amount of unwanted electronic communication sent to users**

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General idea

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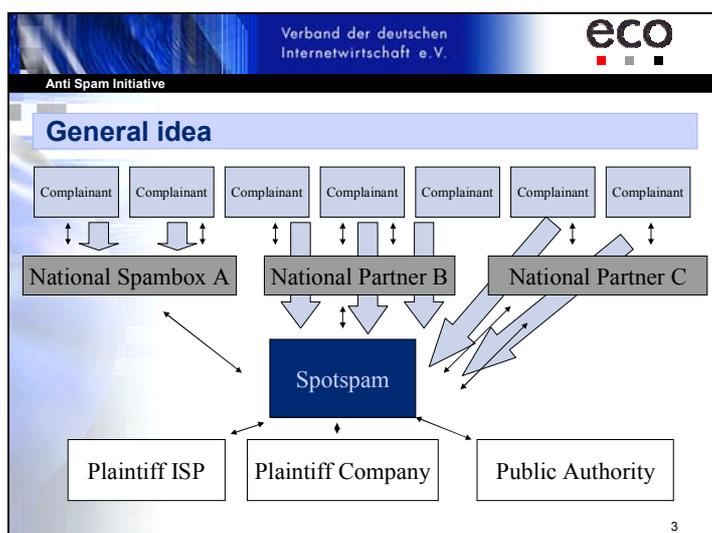
Proposal under the EC SIAP

♦ **4 Modules:**

- A. Preparatory research (based on research already carried out)

- B. Drafting of a Memorandum of Understanding on how to gather evidence

- C. Memorandum/a of understanding on how to respond to data requests / disclose information

- D. Definition and implementation of a prototype database to support the co-operation and requirements reflected in Modules A-C

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CSA - Whitelist project

♦ **Certified Senders Alliance – Whitelist project**
- **joint project of DDV (German Direct Marketing Association) and eco**
- **central white list that ISPs can access**
- **bulk mail senders only undergo one accreditation process**
- **sanctions for sending spam**
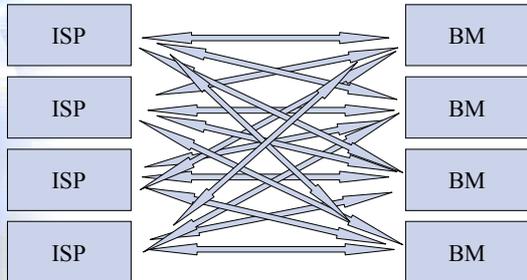- **participation criteria go beyond the requirements of the 2002/58/EC directive**

Certified Senders Alliance

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CSA - Whitelist project

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CSA - Whitelist project

ISP	⇒		⇐	BM
ISP	⇒		⇐	BM
ISP	⇒		⇐	BM
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