



County of Los Angeles

Department of Public Works

Spam

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Agenda

- What is Spam?
- How are we fighting Spam?
- Why is Spam difficult to eliminate?
- What can you do to minimize Spam?
- Q&A



What is SPAM?

Unsolicited commercial e-mail sent to a large number of e-mail addresses.



The **Name** came from the Monty Python song. "*Spam spam spamspam, lovely spam.....*" Like the song, spam is an endless repetition of worthless text.

How do Spammers get my e-mail address?

- Web pages
 - dwolfe@ladpw.org is published at www.lacoa.org & www.grantsloans.water.ca.gov
 - defstath@dpw.co.la.ca.us is published at www.urbanwater.com
 - pdechellis@ladpw.org is published at www.ceaccounties.org (CEAC) & www.dot.ca.gov
- Purchased or compromised mailing lists, databases & online registrations
- Chat rooms
- Guessed e-mail addresses
- Newsgroups



How are we fighting Spam?

- Implemented Symantec *Brightmail* AntiSpamTM
- Update Spam list every 10 minutes
- Quarantine suspicious e-mails to protect our e-mail addresses
- Evaluate new technologies and adopt new viable solutions

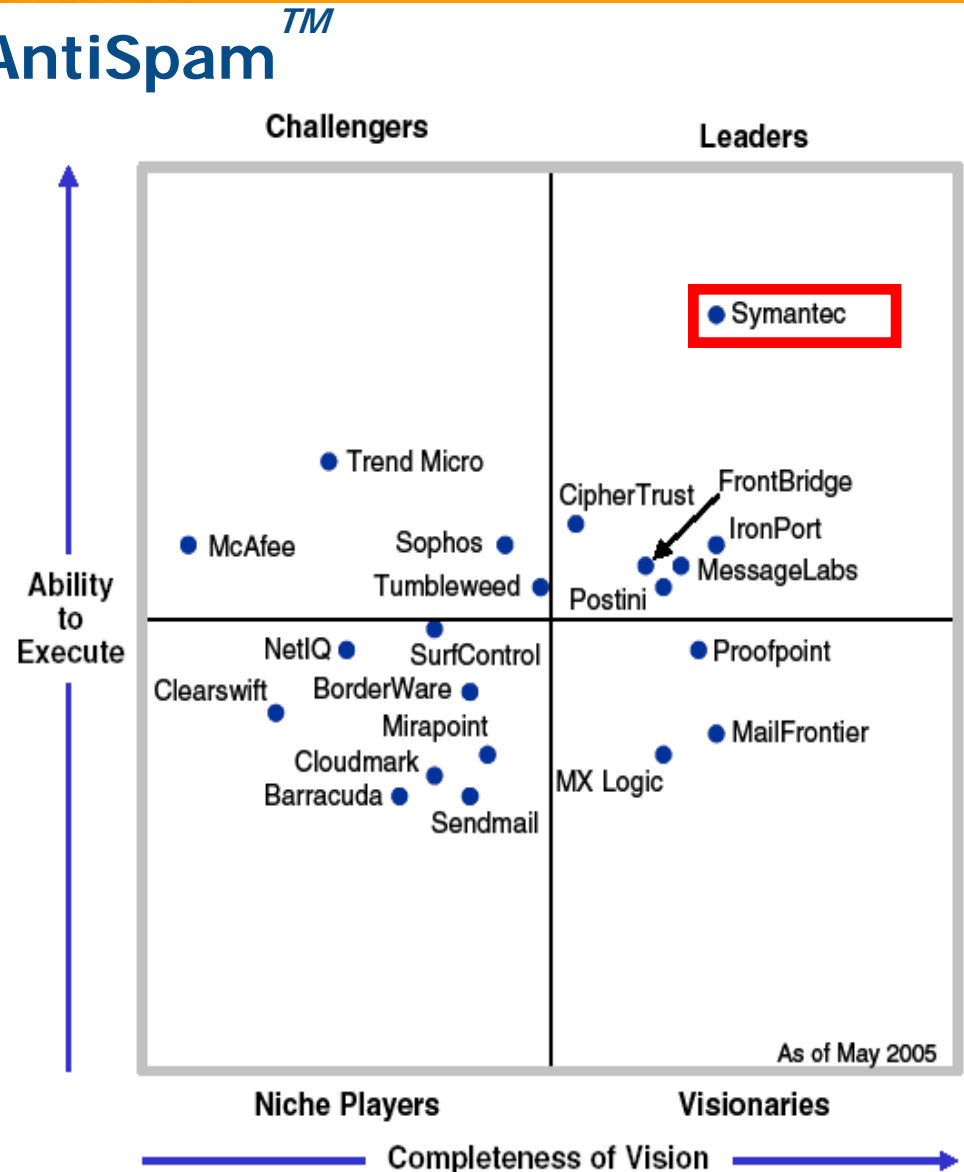


Why Symantec Brightmail AntiSpamTM

- Market leader
- Best Anti-Spam solution by Gartner®
- County standard
- Identifies over 50% of DPW incoming e-mails as Spam
- Received InfoWorld Magazine Product of the Year Award 2006

Clients include:

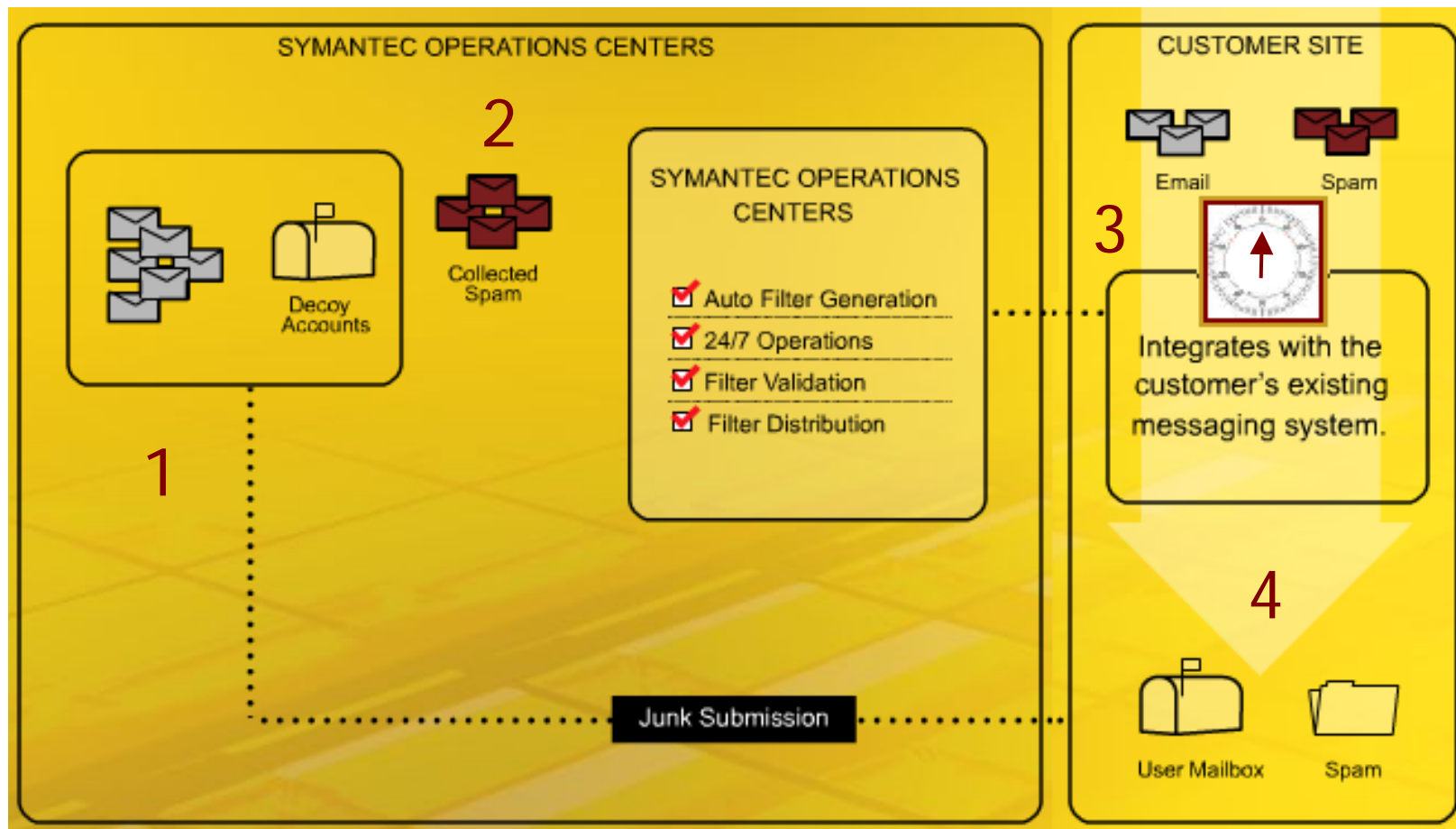
- AT&T WorldNet
- Earthlink
- MSN
- Verizon Online



Source: Gartner (May 2005)



Symantec Brightmail AntiSpam™ at work





Other options

- Allow e-mails only from the people in your address book
 - *May not receive important e-mails from new senders*
- Require senders to verify their identity when they send e-mail for the first time
 - *Senders be reluctant to verify their identity*
- Increase the Anti-Spam detection level
 - *May falsely identify legitimate e-mail as Spam*
- Implement a second Anti-Spam solution
 - *Spam reduction may not justify the cost*



Why is Spam difficult to eliminate?

- Spam is a cat-and-mouse game. Spammers working relentlessly to outwit the filters
- The Internet & e-mail are not secure and validating users is challenging
- Spam filters must be aggressive when identifying Spam e-mails without preventing legitimate e-mails
- Many spammers ignore laws
- Many Internet users ignore basic Anti-Spam guidelines
- Many e-mail addresses are published or easy to find



What can you do to minimize Spam?

Lead us not into temptation and deliver us from Spam e-mail!





What can you do to minimize Spam?

- Do not open or reply to spam e-mails
- Use temporary e-mail accounts "YOU@yahoo.com" to register for questionable Web sites and newsletters
- Review Web site privacy policies. Many sites sell or share mailing lists
- Report spam at work!
 - To report SPAM (not in your SPAM folder) use the following Computer T.I.P. http://intranet/itd/BusApps/Page_118.cfm



Common Spam questions

- Why am I getting more Spam at work compared to my personal e-mail?
 - *Some e-mails addresses are published on the Internet in meeting minutes and public articles. Also, many employees use their work e-mails to register for seminars, newsletter & conferences without reading privacy policies.*
- I have been receiving more Spam in the last few weeks/months?
 - *Spammers are always looking for new ways to bypass (fool) Anti-Spam filters and when they do, Spam increases while Ant-Spam vendors update their software. Also, Spam e-mails increases around holidays.*

