

LANsultants Times

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WHAT CAN I DO ABOUT SPAM?

A few of our clients receive very little spam e-mail, while others are inundated by it. If spam is a serious issue for you, we recommend the following:

- ✓ Never reply to an opt-out option on spam. This simply confirms your address for the spammer to sell your e-mail address to other marketers.
- ✓ When downloading software for personal use, such as music or screensavers, use a personal e-mail address such as <your name here>@yahoo.com. Only use your company e-mail software and address for firm business.
- ✓ If you sign-up for free online services, avoid providing your e-mail address whenever possible.
- ✓ Never send an e-mail to a list of friends using the To: field. These recipients may forward it to all of their friends, including all of the e-mail addresses from the original message. As this cycle continues, the address list become very large and eventually falls into the hands of someone in the spam trade. If you must forward a message, place the addresses in the Blind Carbon Copy: field since this hides the addresses.
- ✓ Avoid newsgroups and support forums whenever possible and use your personal e-mail account when absolutely necessary to sign-up.
- ✓ Implement a spam blocking program such as Gwava for GroupWise, Symantec Mail Security Agent for Exchange, SpamAlarm for Outlook or use an ISP's spam filtering services such as Bee.Net's Postini's filter.

ARE YOU A SPAMMER?

Does your office use e-mail for marketing purposes? Do you e-mail newsletters (like this one) to your clients and/or prospective clients? If you do, you may be in violation of a federal law that went into effect on January 1, 2004 known as the CAN-SPAM (Controlling the Assault of Non-Solicited Pornography and Marketing).

To determine if your marketing and client relations e-mails may be considered spam under this law take the following test. If you answer 'No' to more than 2 questions your mass e-mailings may be in violation of the CAN-SPAM Act.

- 1: Do you include instructions for users to unsubscribe on your mass e-mail?
 Yes No
- 2: Do you take less than 10 days to complete the task of removing an e-mail address once requested?
 Yes No
- 3: Do your e-mails include your office's official postal service address?
 Yes No
- 4: Are your marketing materials clearly labeled as advertisements or solicitations?
 Yes No
- 5: Is the use of e-mail lists created by automated programs which scan web sites for e-mail address forbidden in your organization?
 Yes No
- 6: When recipients have requested removal from your mailing list, is the sale or provision of their e-mail addresses to third parties forbidden by your organization?
 Yes No
- 7: Does the Subject line of your marketing e-mail match the content of the message?
 Yes No