SpamMATTERS launched

ACMA's 'one click' spam reporting button

ACMA recently launched the SpamMATTERS button, a sophisticated and customer friendly spam reporting tool that enables spam to be reported to ACMA with one click of a computer mouse. Selecting the SpamMATTERS button instead of the delete key to remove spam emails will simultaneously delete spam and report it.

The ease of reporting is expected to greatly increase the amount of spam reported to ACMA. Spam reported using the button is provided in a format that assists forensic analysis, helping ACMA to rapidly identify emerging spam campaigns and provide information to authorities fighting spam-related crime such as phishing, Nigerian scams and mule scams. Over time,

usage of the SpamMATTERS button will also enable ACMA to assist internet service providers (ISPs) to secure their networks from spam threats.

Telstra has also made a version of the SpamMATTERS button automatically available to all its BigPond webmail customers and is providing a link on its website to the ACMA button for other email users. ACMA will contact other Australian ISPs to seek their assistance in similarly promoting the SpamMATTERS button to as many Australian email users as possible.

SpamMATTERS is a private Australian company established in 2004. ACMA commissioned the company to develop the SpamMATTERS button and

associated spam forensic system as part of its anti-spam activities. Telstra also worked with SpamMATTERS to develop the version of the button incorporated

> **Spam: electronic 'junk mail' or unwanted commercial electronic messages sent to a person's email account or mobile phone. A single unsolicited message can constitute a breach of the *Spam Act 2003*.**

into BigPond webmail. ACMA's SpamMATTERS button was trialled by Pacific Internet with its customers for about 12 months.

The introduction of the SpamMATTERS button is part of a

comprehensive strategy by ACMA to enforce the *Spam Act 2003* and minimise the adverse consequences of spam. Recent activities include the trial of the Internet Security

Initiative with six participant Australian ISPs in November 2005, the registration of the Internet Industry Spam Code of Practice in March 2006 and the successful prosecution in the Federal Court in Perth in April 2006 of an Australian spammer for a breach of the Spam Act .

The SpamMATTERS button can be downloaded directly from the ACMA website. Installation is straightforward and is available to users of Microsoft Outlook and Microsoft Outlook Express. Alternative spam reporting options are available to customers using other email programs. If you don't have Microsoft Outlook or Outlook Express, or your computer is not running Microsoft Windows, such as an Apple Mac or UNIX system, you can still report spam easily through signing up online for a 'key'. You can then submit spam using either a webform or email forwarding.

More information about the SpamMATTERS button, the operation of the key and general information about reporting spam is on the ACMA website at www.spam.acma.gov.au.

THIS spamMATTERS BUTTON MEANS YOU CAN REPORT SPAM AND DELETE IT WITH ONE CLICK

BUT IF I DELETE ALL MY SPAM HOW WILL I REALLY KNOW WHAT'S GOING ON?