

July 2008



# ***Introduction of Anti-Spam Consultation Center***

***Anti-Spam Consultation Center,  
Japan Data Communications Association***

# ***What is JADAC / ASCC ?***

## **1. Japan Data Communications Association (JADAC)**

- Established for promoting Japanese information communication technology industry in December in 1973.
- Since the enactment of “the Law on Regulation of Transmission of Specified Electronic Mail” (so-called “Anti-Spam Law”) in 2002, JADAC has been a designated corporation (since 2005, it has been a registered organization because of the law amendment), based on Anti-Spam Law and has cooperated with MIC in anti-spam activities.

## **2. Anti-Spam Consultation Center (ASCC)**

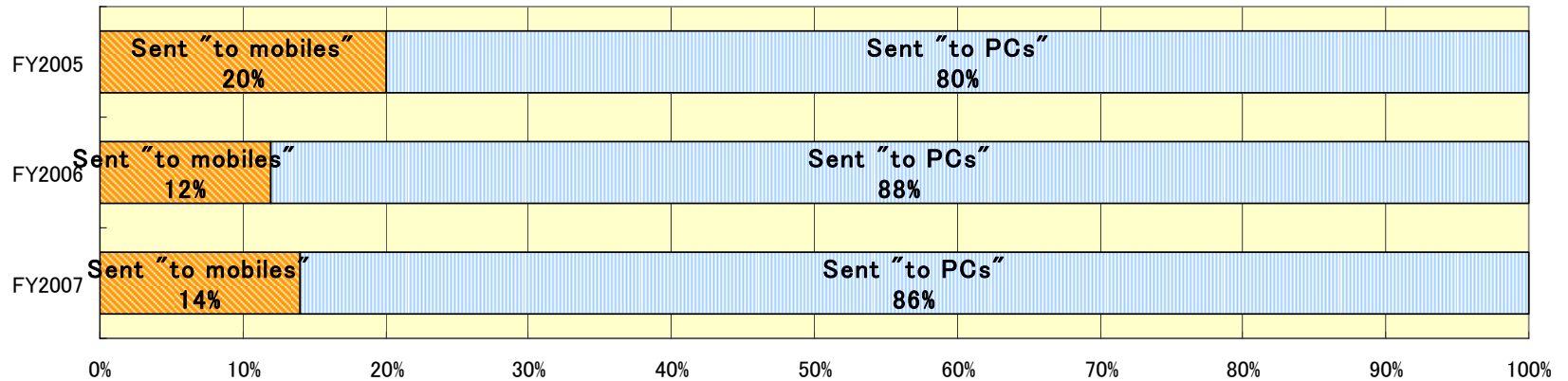
- Established in July 2002 in NIC for performing the business as a designated corporation (a registered organization).

# ***Major activities of ASCC***

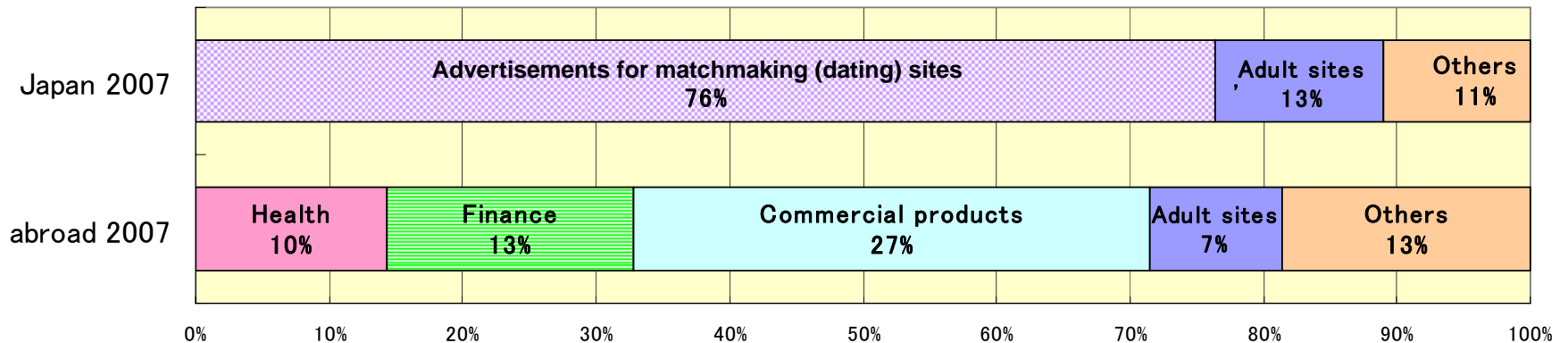
- 0. Present condition of spam in Japan**
- I. Receiving spam reports from consumers**
- II. Responding to spam consultation by phone**
- III. Spam-Blocking Support Project**
- IV. Cooperation with the government for implementing anti-spam law; administrative order and direct penalty etc.**
- V. Enhancing awareness about spam**
- VI. Others**

# 0. Present condition of spam in Japan

## Media



## Content of spam

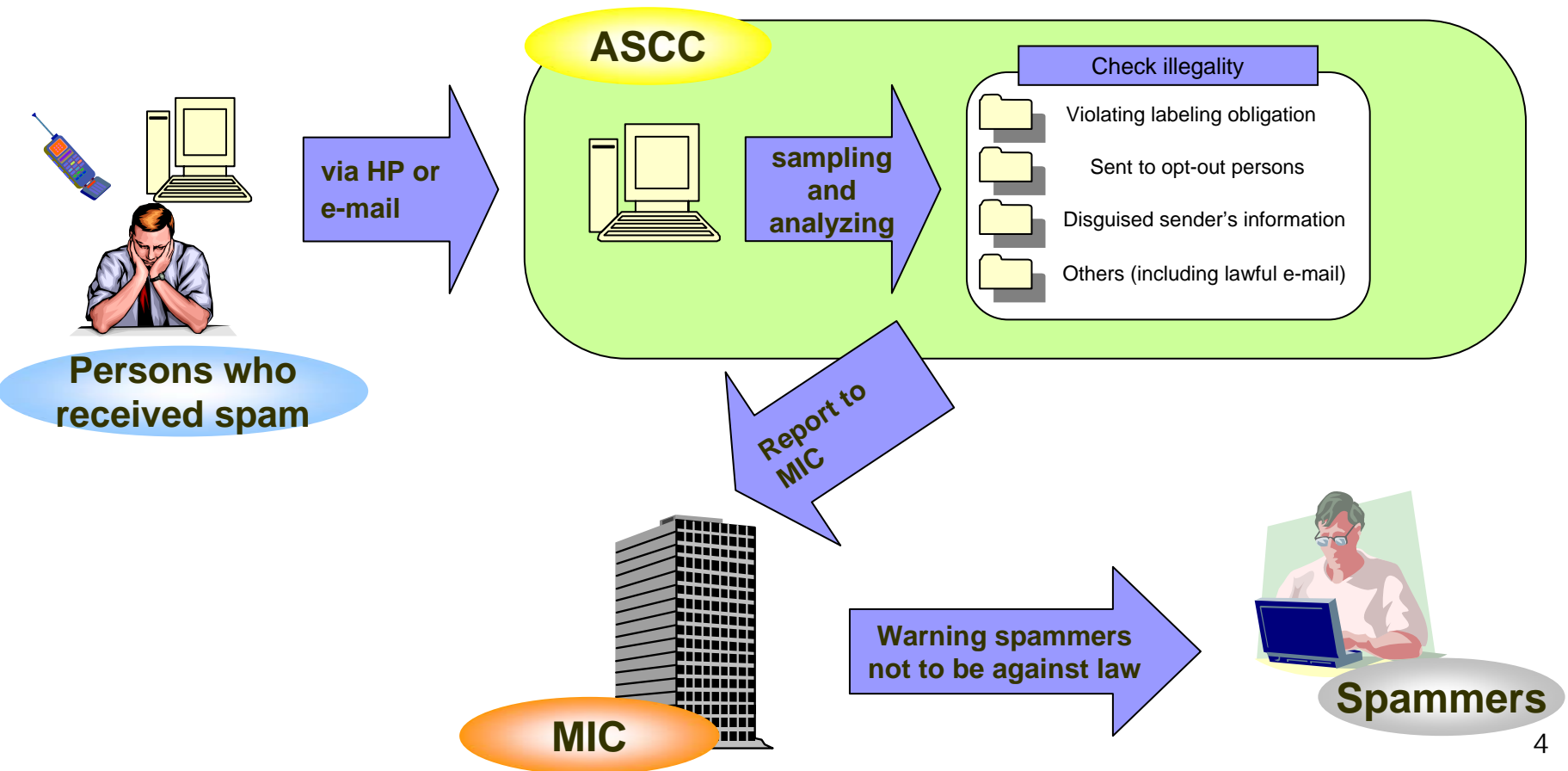


Source : Survey by Japan Data Communications Association, Symantec Internet Security Threat Report 2006

# I. Receiving spam reports

- ASCC receives spam reports via HP\* and e-mail from consumers and provides MIC with information of the present condition of spam, anticipated from the reports.

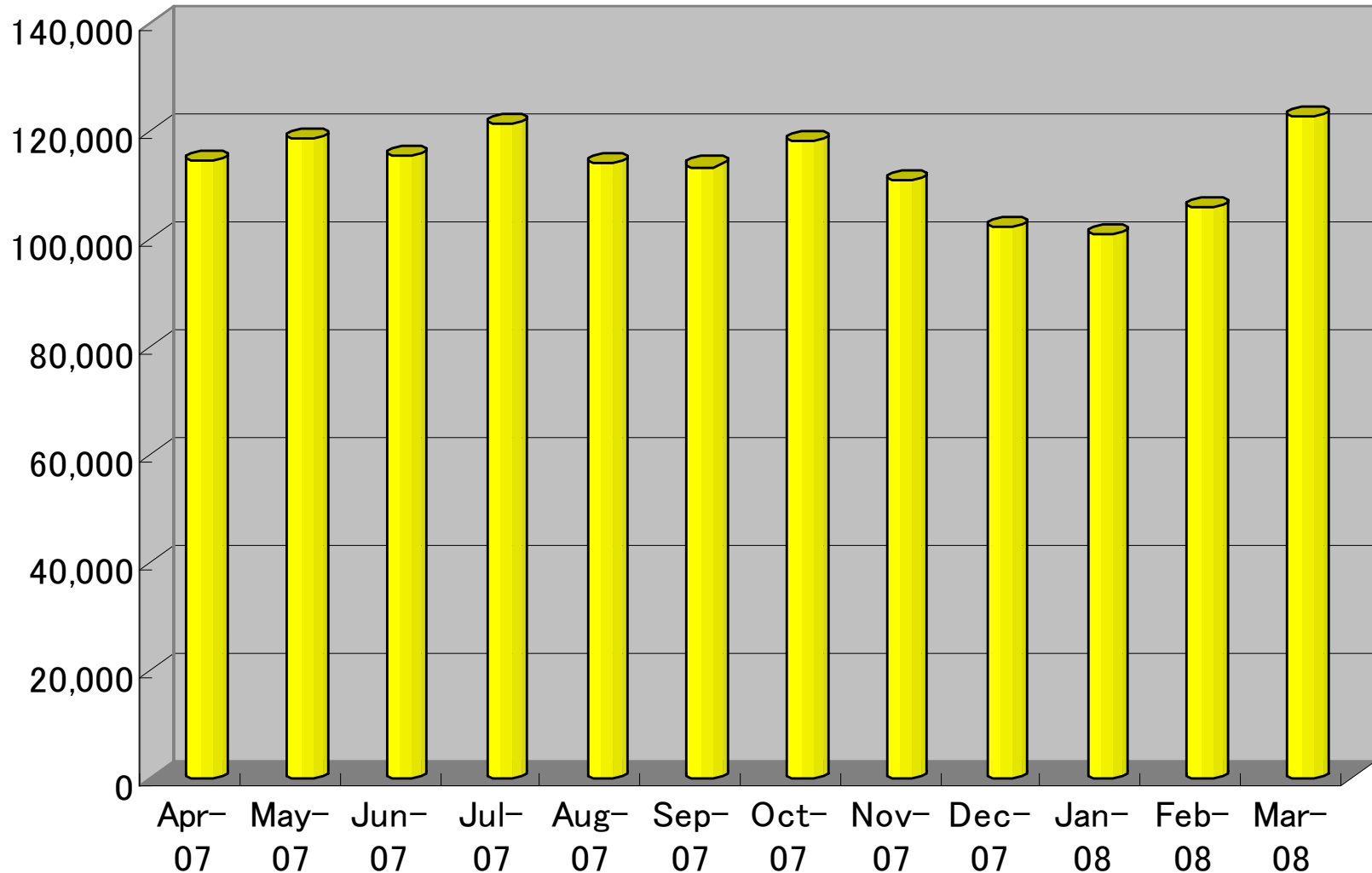
\* <http://www.dekyo.or.jp/soudan/ihan/>



# I. Receiving spam reports

## ➤ Change of the number of spam reports to ASCC

(spam reports)

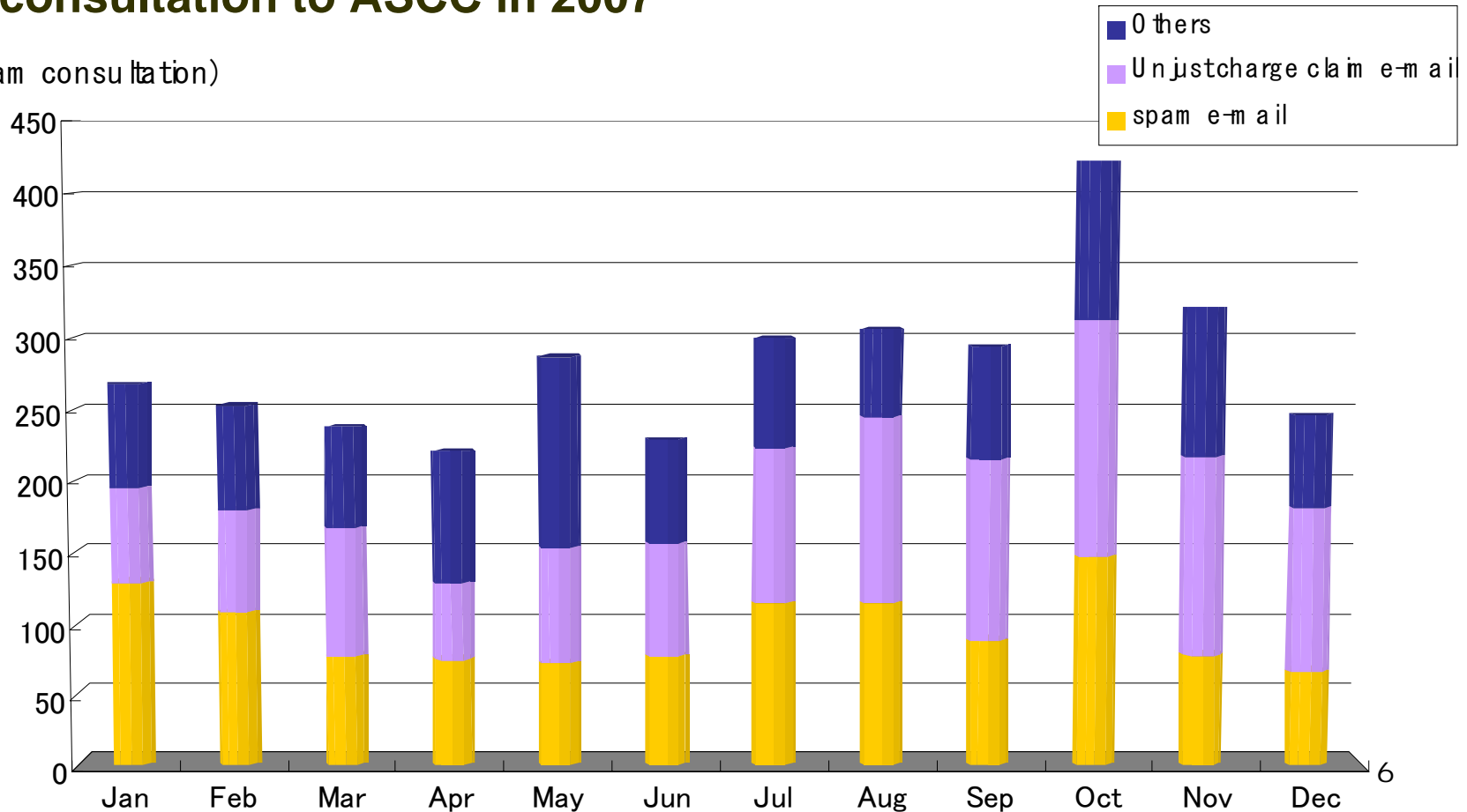


# II. Responding to spam consultation by phone

- **ASCC responds to consultation about spam problems from consumers.**

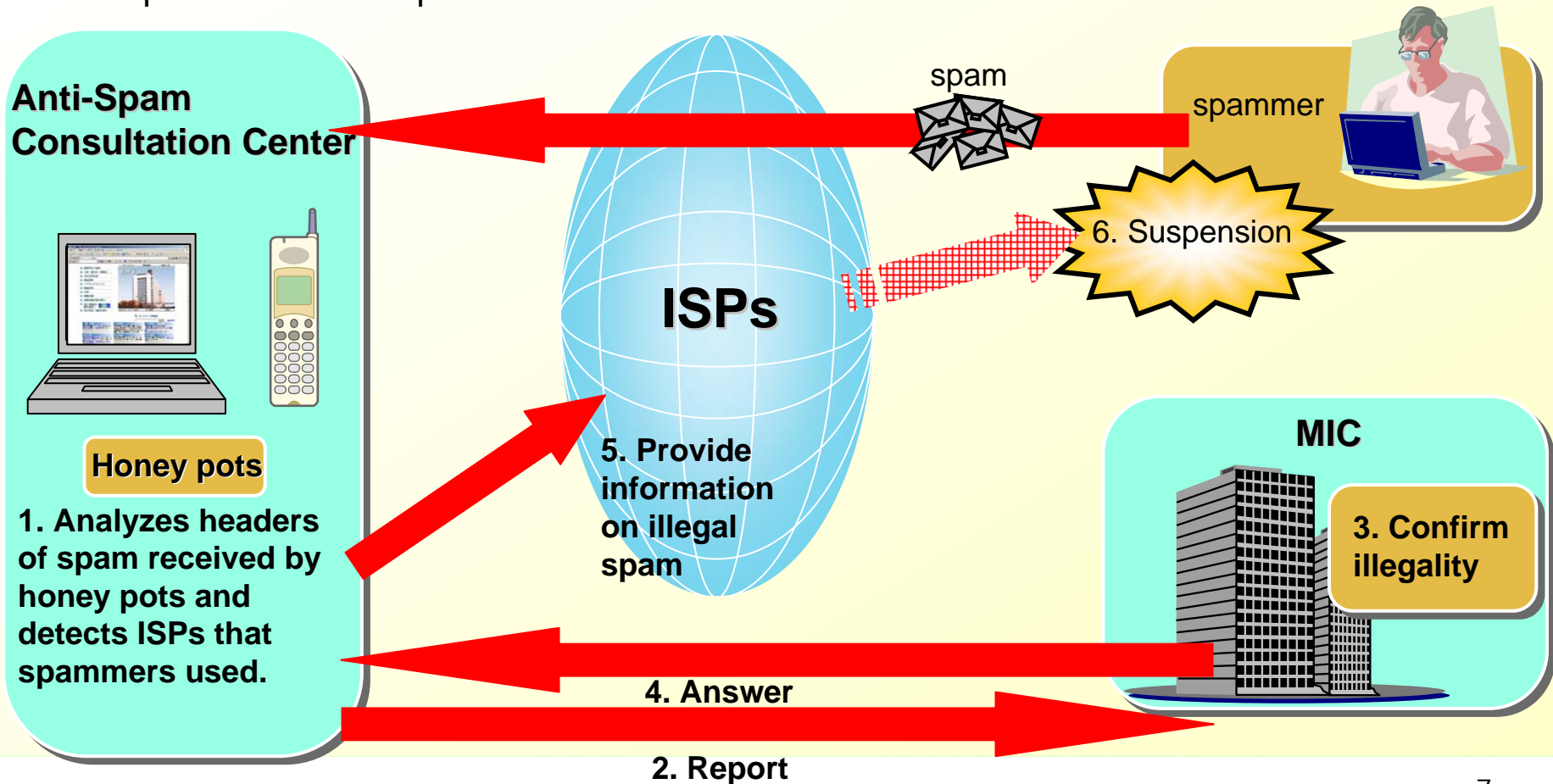
➤ **Change of the number of classification of contents of spam consultation to ASCC in 2007**

(spam consultation)



# III. Spam-Blocking Support Project

- MIC launched Spam-Blocking Project together with ASCC in Feb. 2005. In this project, ASCC sets up some honey pots (PCs and mobile phones). Once the honey pots receive spam, ASCC analyzes headers of received spam and provides information on illegal spam to ISPs, after confirmation of illegality by MIC. The ISPs can then easily shut out spammers via suspension based on their contracts.



## ***IV. Cooperation with the government for implementing anti-spam law***

- **ASCC makes a site survey on spammers in response to the commission for MIC, in advance of MIC's administrative orders to spammers.**
  
- **ASCC provides information of spam received by honey pots for the police.**
  - **Through ASCC's provision of information to the police, on January 16, 2007, the police arrested four men for sending a massive amount of e-mails, using e-mail addresses out of use.**

## ***V. Enhancing awareness about spam***

- **Pamphlet about anti-spam law**
- **HP (<http://www.dekyo.or.jp/soudan/>)**
  - **Where to call for consultation about spam**
  - **How to report spam information**
  - **Outline of the anti-spam law**
  - **Anti-spam technologies adopted by ISP**

etc...
- **Event with consumer groups for responding to consultation about spam by consumers**

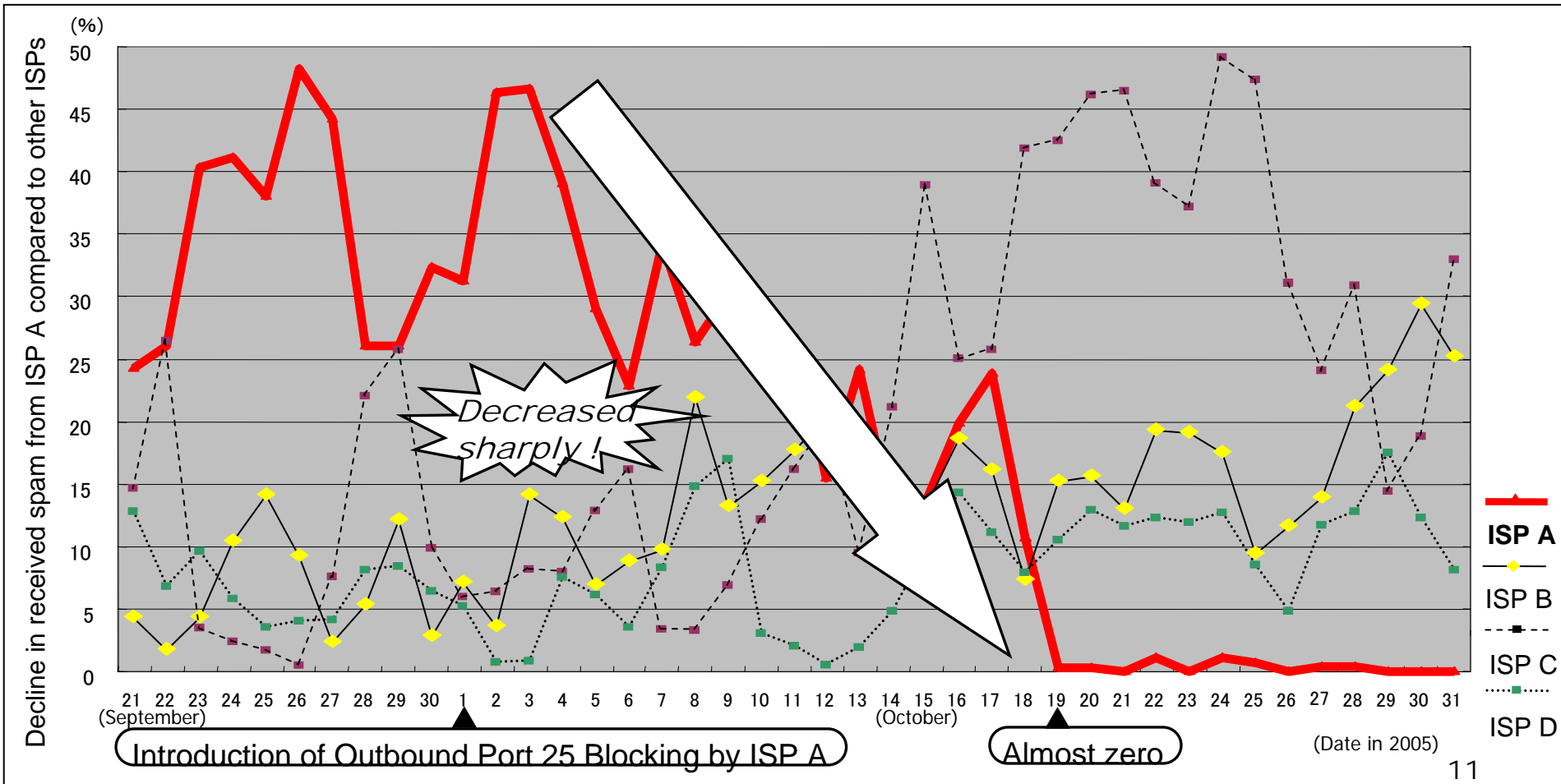
## *VI. Others*

- **ASCC submits to MIC an annual report about latest anti-spam technologies, the situation of ISPs' adoption of these technologies, present spam condition in Japan and regulations against spam in foreign countries.**
  
- **ASCC promotes ISPs to adopt effective anti-spam technologies through joining Japan Email Anti-Abuse Group (JEAG) and other groups of private sector.**

## VI. Others

# ASCC examines effectiveness of anti-spam technologies.

## ➤ Effectiveness of Outbound Port 25 Blocking



# VI. Others

## ➤ Cumulative total number of ISP introduced OP25B

