

SPAM

SORTING THROUGH THE JUNK

Definition: Internet spam is one or more unsolicited messages, sent or posted as part of a larger collection of messages, all having substantially identical content.

Purpose: To lure and solicit sales and promotional responses from potential customers by generated emails.



TIPS TO AVOID BEING SWARMED BY SPAM

1. Never respond to any email that is an unsolicited attempt to sell you something. They send spam because, unfortunately, it works.
2. Never respond to an email that has a link entitled "click here to unsubscribe." This verifies that your account is active and will usually result in more spam.
3. Do not post your private email address on any website. Programs are continuously scouring the internet for email addresses. If you own or operate a website, set up a public 'junk account' for this purpose.
4. Do not submit your email address to a website, unless absolutely certain that it will not be sold, forwarded, or stored in a database which will be sold, or forwarded. Check for a privacy policy and read the fine print. If there is no privacy policy listed, don't give them your email.
5. Use a "junk mail" account for any correspondence that you are not positive you wish to receive. Any website that requires an email account to use its services should only have access to this junk account. When this account becomes overwhelmed with spam, delete it and create a new one (try www.hotmail.com or mail.yahoo.com).
6. Email and chain-letters that contain content such as "forward this to fifteen friends and receive a prize" are a dead giveaway as an address harvesting scheme. Friends don't let friends receive junk email.
7. Use a filter and configure rules, through your ISP or one of the many software versions available, to scan your email. These programs will not eliminate spam, but some have been shown to reduce it by 50% or more.
8. Use the built-in tools in your email program to block addresses or domains that regularly send spam. Most programs allow you to "Block Sender" and this can be a useful way to eliminate a repetitive message.
9. If an account is receiving so much spam that it takes longer to sort through and find legitimate email than it does to actually read the email, you may want to consider getting a new email address.

WHEN IT'S TOO LATE - CHANGING YOUR EMAIL ADDRESS

When all else fails, it may be time to change your email address. This is not a quick process, and you can anticipate the transition taking 6 or more months.

1. Obtain a new email address - do NOT close the old account. ISPs will generally provide a second email address at no charge, or for a small monthly fee. Website owners should have their hosting company set up 2 or more email accounts your public address for posting on your website (can also be used as your 'junk account'), and a private address that you provide only to trusted correspondents.
2. Notify all friends and family of your new email address, and update your account information with all web sites you regularly do business with (remember to check for a privacy policy and to uncheck the boxes signing you up for any subscription).
3. Monitor your old email account, preferably web-based (try www.mail2web.com or www.e-mailanywhere.com), picking out any important messages.
4. Remember to update your email address on all written documentation (letterhead, Yellow Page ads, brochures, etc.). Once all of your advertising with the old address has been used up and/or reprinted with the new information, and your 'junk address' has stopped producing any real mail - close it!
5. And finally, be very careful using and giving out your new, private address.

SOLUTIONS AND WHAT THEY'LL COST YOU

GCI Email Guard	\$ 1/mo.
MTA Email Genie	\$ 1/mo.
Spam Filter Programs	
• McAfee SpamKiller	\$ 39.99
• Norton Anti-Spam	\$ 39.99

373-4640

On Bogard Road at the intersection
with the Seldon Extension.

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