ITU WSIS spam conference and the Limits of Online Identity

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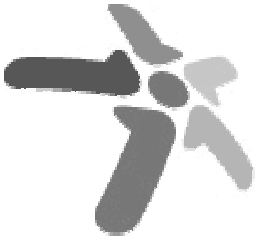
ITU WSIS spam conference

- Lots of tech people
- Lots of government people
- A fair number of other interested parties



ITU is unusual in having both government and industry members

What we agreed

- Spam is bad
- Really, really bad
- Particularly for LDCs
  - Just ask Syria
- Need both tech and social/legal measures

(That's Less Developed Countries
a/k/a the third world)

In the developed world

- All countries have laws against fraudulent spam
- Need more cooperation to catch bad guys
  - MOU among U.S., U.K., and Australia

In the less developed world

- Cost of dealing with spam
  - Metered connections, often
- Scares people away from the net
- Need more education, “human capital”
  - ITU-D does this sort of thing

Some special cases

- Russia
- China
- Brazil
- Romania and Ukraine
- United States

Russia

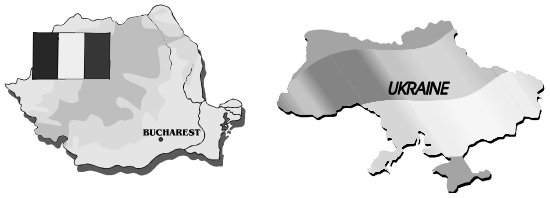
- Lots of underemployed programmers
- Main source of viruses
  - Now often custom written for spammers

China

- Has been major source of spam
  - Largely under contract to US spammers
- Cultural and language barriers to understanding the problem
- They understand it now
  - But there's a lot to clean up
  - Huge country with more users than the U.S.

Brazil

- Severe spam for hire problem
- Lots of DSL, poor enforcement



Romania and Ukraine

- Smaller scale versions of Russia's problem
- Romania now understands it

United States

- Where all the spam really comes from
- Weak laws
- Improving enforcement

Future steps

- ITU wants to work with the IETF
  - Neutral forum for geeks and wonks to meet
- Need model laws
- Need legal and law enforcement education

And now for something completely different

Identity?

What is an on-line identity?

- A domain **`taugh.com`** ?
- An e-mail address **`johnl@taugh.com`** ?
- A URL **`http://www.taugh.com`** ?
- Enough info to identify a person?
  - Mailing address, SSN, etc.
- Enough info to be the same as last time?

Establishing identity in real life

- Many different contextual clues
- Level of verification depends on context
  - Pick up the laundry
  - Pick up the million dollar bearer bond

Identity around the world

- Different rules in different places?
- In some places, people don’t have papers
- In others, papers don’t mean much

On-line Identity in E-Mail

- An e-mail address or domain
- RFC2821 bounce address
- RFC2822 header address

MARID/LMAP and Spam

- Won't stop spam
- Won't even decrease spam
- Because:
  - Throwaway domains are cheap
  - Some domains will never publish ID info

MARID/LMAP and Phishing

- Will stop phishing from fake **`eBay.com`**
- Won't stop it from **`eBay-accounts.net`**
- Won't stop fake web sites

MARID/LMAP and Joe Jobs

- On a bad day I get 300,000 bounces from fake `abuse.net` spam
  - But my MTA can handle it (so far)
- MARID/LMAP would definitely help
- How many are in my situation?

Reputation Systems

- **`eBay.com`** vs. **`eBay-accounts.net`**
- Reputations distinguish:
  - Virtuous **`whitehat.com`**
  - Unwanted **`hotfarmbabes.ws`**
  - What about **`gevalia.com`** ?
- Too bad reputation systems don't exist

Building reputation systems

- DNSBLs and RHSBLs, sort of
- Habeas, Bonded Sender, ISIPP, sort of
- **`.mail`** perhaps
- Issues
  - Who builds them?
  - Who pays for them?
  - Who handles disputes?

Are we ready for identity?

- LMAP/MARID will be expensive to deploy
- Doesn’t seem useful without reputation systems
- Is the cart going before the horse?

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