

Measures to counter spam

October, 2009

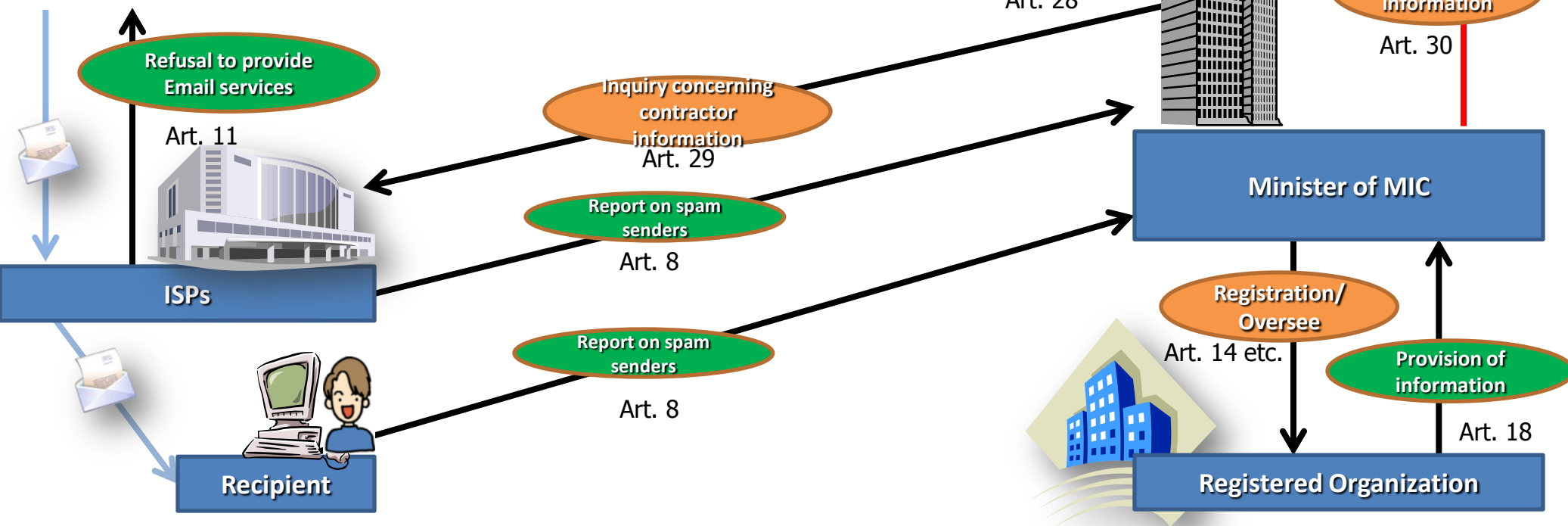
Ministry of Internal Affairs and Communications (MIC), Japan

Overview of Japanese Anti-Spam Law

Sender/Sending consigner



- Opt-in Regulation (Art. 3)
 - Prohibition on sending ad-mails without recipients' consent
 - Obligation to keep records of recipients' consent
 - Prohibition on sending ad-mails to a person who rejects such ad-mails
- Labeling duty (Art. 4)
- Prohibition on sending Email under false sender information (Art. 5)
- Prohibition on sending Email to fictitious addresses (Art. 6)



Measures taken by MIC

Warning sent by Email from MIC (administrative guidance)

MIC is sending Email warnings once a week to senders who break the anti-spam law.



Collection of Reports from Senders

MIC collects reports from senders who do not improve their Email sending behavior after receiving an Email warning. Submission of such reports could be binding (based on Art. 28 of Anti-Spam Law) or voluntary.



Administrative Order (Art. 7)

Since the anti-spam law was enacted in 2004, MIC has issued 8 administrative orders which oblige senders to comply with the law, two of which were issued after the 2008-amendment entered into force.

The situation of mesures taken by MIC

Years/months		Email warning from MIC	Administrative Order
2008	D e c	307	0
2 0 0 9	J a n	330	0
	F e b	276	0
	M a r	234	0
	A p r	252	1
	M a y	396	0
	J u n	576	1
	J u l	507	0
	A u g	566	0
Total		3,444	2

※There have been 8cases up to now for which that MIC issued administrative orders.

The effectiveness of MIC Email warnings

- After the MIC sent Email warnings to Senders who break the anti-spam law,
(during a time span of about one month)
 - About 38% of them stopped sending Emails.
 - the number of outgoing Emails had been reduced to about one-third.

Technical measures – OP25B

Outbound Port25 Blocking (OP25B)

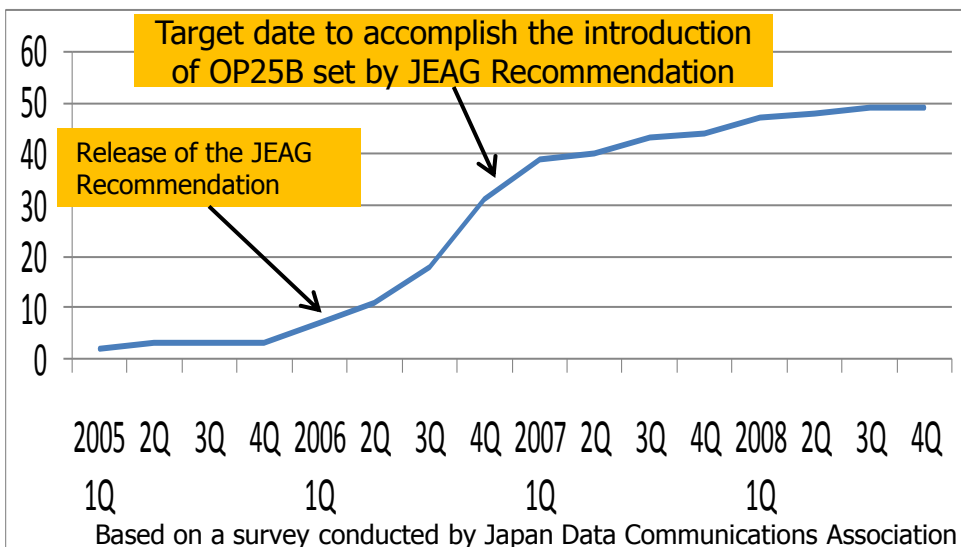
Restrictions imposed by ISP on sending Email (Avoid spam sending from its own network)

- ✉ **ISP blocks access to port 25 from dynamic IP addresses without going through their own servers.**
- ✉ **OP25B also enables the blocking of spam from bots.**
- ✉ **In Japan, efforts made by JEAG resulted in great diffusion of OP25B.**

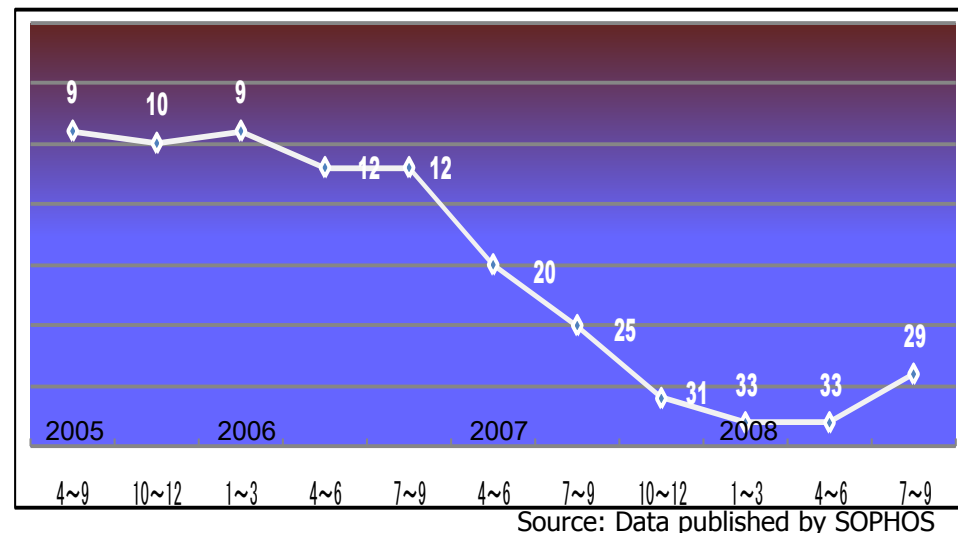


A Working Group established by major Japanese ISPs and mobile operators in order to collaborate in combating spam

Number of ISPs in Japan that have introduced OP25B

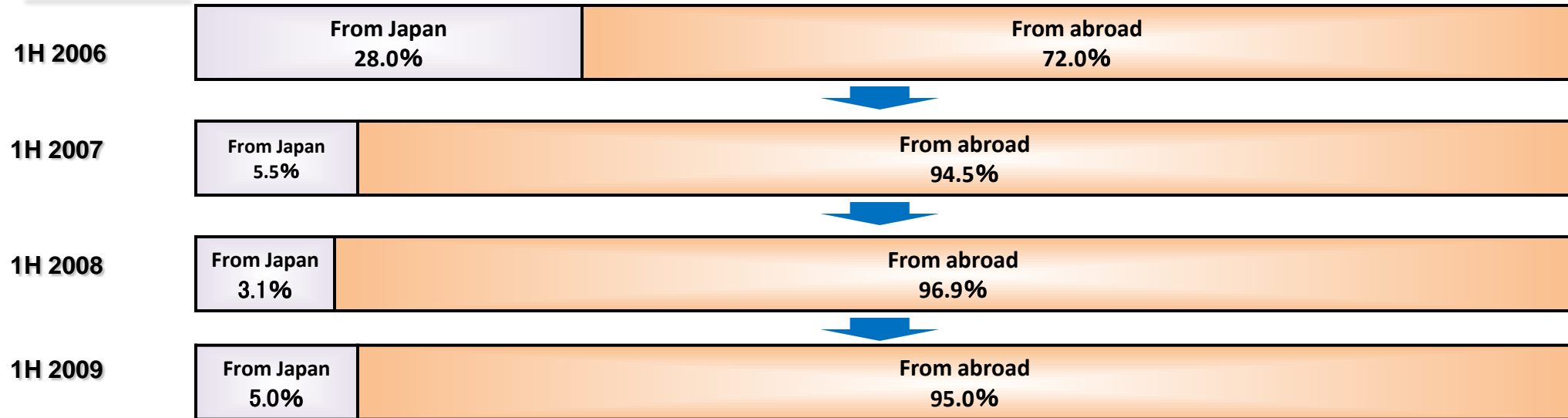


Japan's position within the ranking of spam-originating countries

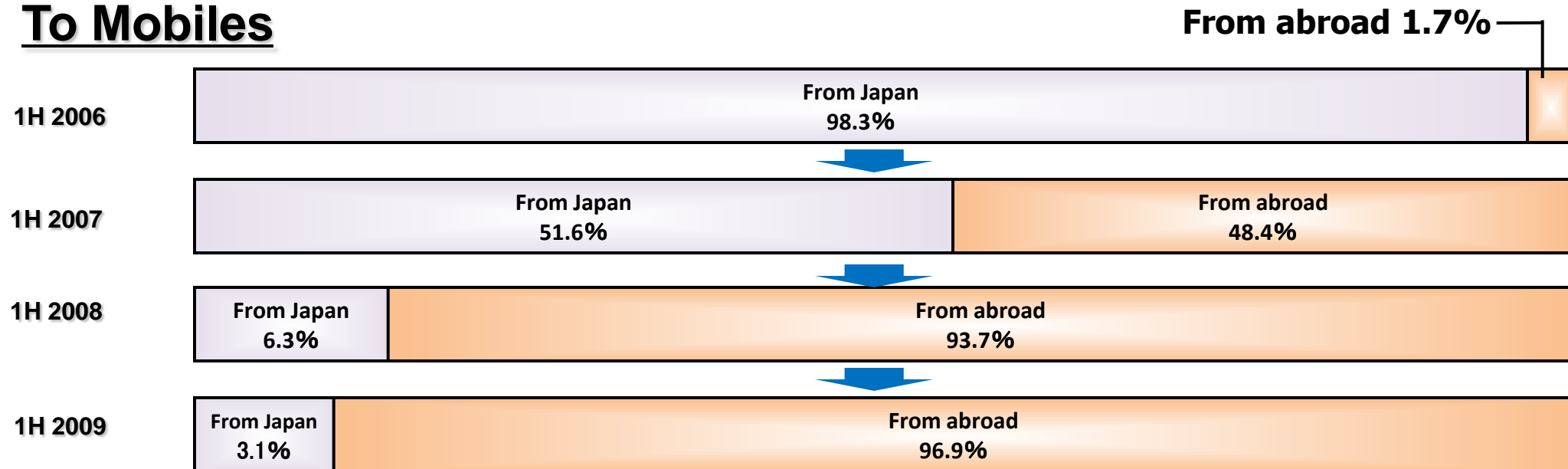


Proportion of spam originating in Japan compared to that from abroad

To PCs






To Mobiles




Bolstering international cooperation in combating spam

Sharp increase in spam from overseas

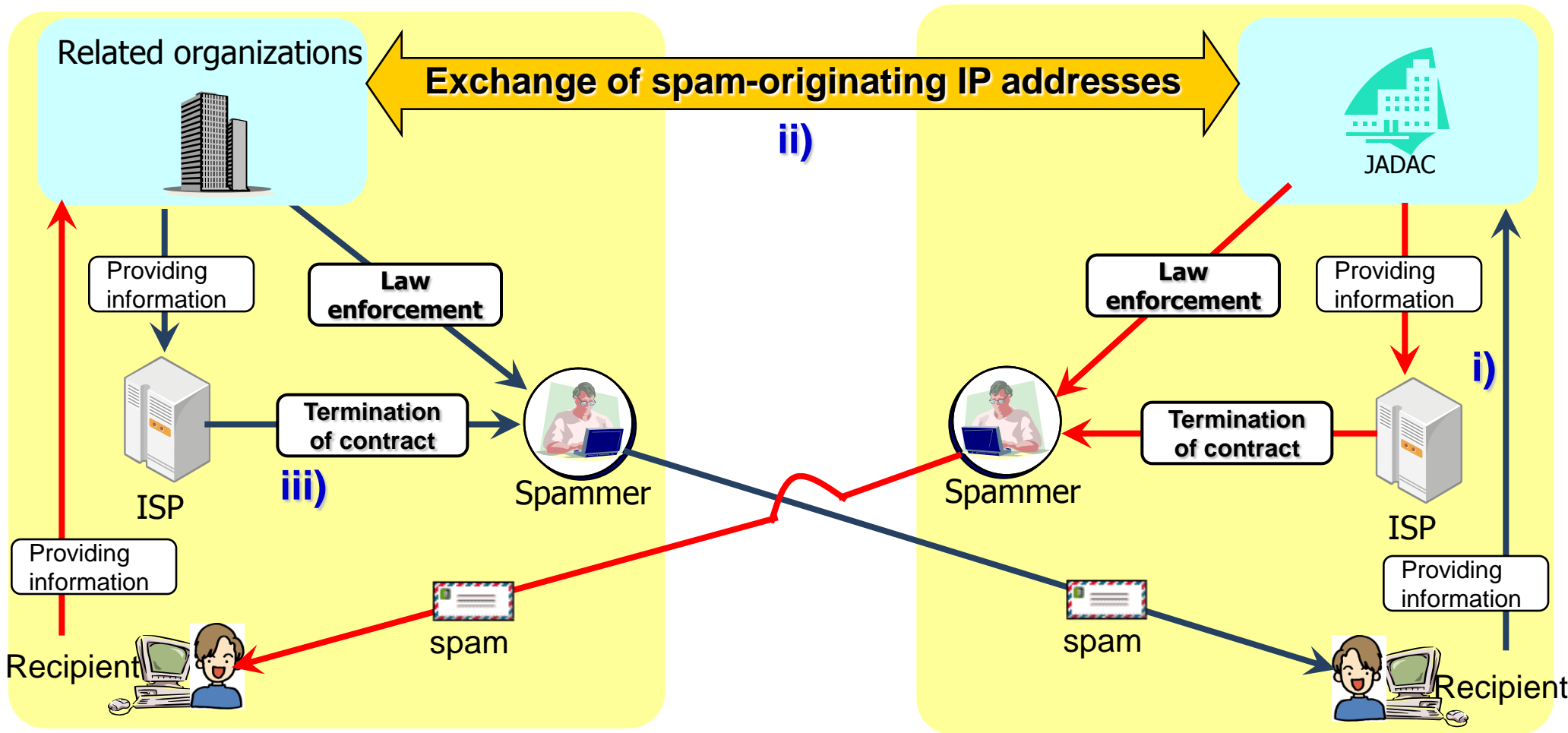
Amendment of Anti-Spam Law in 2008;

-  enabled MIC to provide information on spammers to foreign law enforcement agencies,
-  clarified that Emails from overseas to Japan are within the scope of the Japanese anti-spam law, and
-  extended the scope of administrative orders so that MIC can take measures against sending consigners in Japan who consign spam-sending to senders abroad.

Exchange of spam-originating IP addresses

-  Japan Data Communication Association (JADAC) is regularly exchanging spam-originating IP addresses with China (ISC), Hong Kong (OFTA) and Taiwan (NCC).

Framework for enhancement of international cooperation



- Recipients provide spam-related information to JADAC and MIC. They analyze this information and identify spam-originating IP addresses.
- In case spam is sent from abroad, JACAC provides spam-originating IP addresses to related organization in countries from where such spam originates.
- Related organization which receives IP addresses provides such information to spam-originating ISPs. These ISPs take measures against spammers such as termination of contracts.

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Thank you !