



NEWSLETTER

Let's Talk About Email Spam!

spam | spam | | , spøm | | spam |

noun

1 (Spam) trademark a canned meat product made mainly from ham.

2 irrelevant or inappropriate messages sent on the Internet to a large number of recipients.

There's not a user among us that isn't affected by spam emails. Depending on your past actions, you may be a huge target compared to your co-worker who gets far fewer spam emails. Let's go over a few facts concerning the people who create the spam emails in the first place:

1. Spam artists don't have the slightest idea who you are nor have they heard about your email address in some strange way. They use software that generates random addresses 24 hours a day, 7 days a week. Sooner or later, their software generates millions of email addresses and your address just happens to be in that huge list.
2. Spam artists make money a tenth or hundredth of a penny at a time. With millions of outgoing emails from their spam servers and hundreds of thousands of random "hits" they have a huge audience - and huge earning potential.
3. Once a spam email gets to your Inbox, they want you to do 1 of 2 things and it doesn't matter to them which one you choose. You can click on the website link contained in their message and they'll get a "click referral" fee from the owner of that website. They'll also put those "Opt-Out" blurbs down at the bottom of their email. Remember, they don't really know who you are and you're not really on any email list. However, if you click on the "Opt-Out" link your computer sends your now-validated email address to them. They then sell your validated email address to even more spam artists.
4. They absolutely hate it when you just hit the delete key.
5. They absolutely hate it when your mail provider assists you with tips and techniques about reducing and segmenting the inevitable spams you receive.



What Can You Do to Reduce the Amount of Spam You Receive?

1. Be careful about giving out your email address. Even legitimate businesses you frequent on the internet may sell your email address to other businesses. If you read their Privacy documents, you'll see that by using their services you automatically give them permission to hand out your email address to just about anyone. This just means that you're going to get more unwanted emails in the future.
2. If you see a spam email in your Inbox or Spam folder, delete it immediately.
3. Don't ever open up email file attachments if you aren't expecting them from a particular person.
4. Don't ever reply to spam emails. Once you do that, you have just validated your email address as "good" and you'll receive even more spam in the future.
5. Don't ever attempt to "unsubscribe" or "opt-out" when an email gives you that option. Again, all you're doing is validating your email address for the spam artist.

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Your Referrals are the Keys to My Success !!

Nothing makes me feel better than to get a call from a potential new customer - especially when they mention that one of my existing clients has encouraged them to call. I take great pride in providing the best network and computer support to my customers and the greatest reward is to have someone recommend my services to an associate, business contact, or friend.

I'm now looking for a few good customers to fill in some of the gaps in my monthly schedule. Please consider mentioning my name and cell number when you have the opportunity! The key to my success is your satisfaction and the hope that you'll pass my name on to others!

Please enjoy this months Impeccable newsletter. If you have any topic suggestions for future issues don't hesitate to contact me.

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What Does Impeccable Do to Reduce the Amount of Spam You Receive?

1. Impeccable takes a very hands-on approach to providing email. Since we are a small provider of email services, we can take the time to provide you with support and services that the large providers simply don't have time for. The work we've done on the mail server represents a huge investment in money and time.
2. Impeccable subscribes to an expensive service where we can tap into a "black-list" of known spammer sites and simply refuse any emails that come from those sites. As you might imagine, the catch rate on this is huge. Fully 60% of the email connections to your mail server are denied entry solely because they are coming from a known spammer site.
3. Email that does make it into the mail server gets graded by a process called Spam Assassin. If Spam Assassin believes the email to be spam, it inserts "[Spam]" into the subject line of your message to alert you and then sends it to your mailbox. Impeccable never deletes email that gets graded as spam because there are many ways that the format of a legitimate email might look like spam during the grading process.
4. If you have a legitimate email (marked with [Spam] in the subject line) end up in your Inbox or Spam folder, forward a copy of that email to me with a note requesting that I not grade the sender for spam from now on. This means that that person's mail will no longer be subject to the Spam Assassin process and their emails will not be marked as spam.
5. If you feel that you need assistance with spam control techniques or with the way spam emails are handled within your email client program (usually Microsoft Outlook), please contact your manager so that he can request a support visit to your office. There's billable time involved so let's make sure that your manager approves that beforehand.

That's it for the March issue of the Impeccable Network Services Newsletter! Please let me know if you have suggestions for future newsletter topics!