A Multistakeholder Effort to Reduce Spam – The Case of Brazil

Dr. Cristine Hoepers

cristine@cert.br

Computer Emergency Response Team Brazil - **CERT.br**

Network Information Center Brazil - **NIC.br**
Brazilian Internet Steering Committee - **CGI.br**

Internet Governance in Brazil

The Brazilian Internet Steering Committee – CGI.br

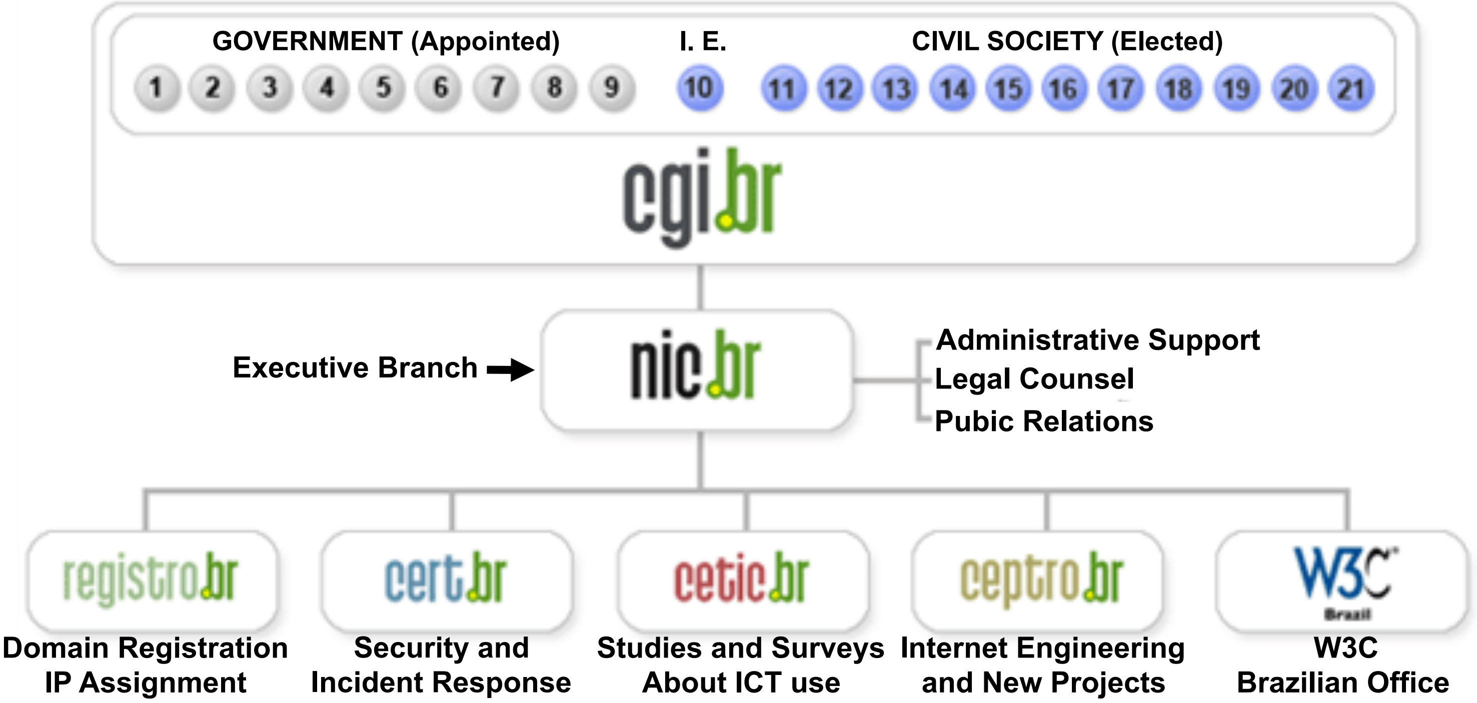
- **a multi-stakeholder organization**
- **created in 1995 to coordinate all Internet related activities in Brazil**

Among the diverse responsibilities reinforced by the Presidential Decree 4.829, it has as attribution:

- **to propose policies and procedures related to the regulation of Internet activities**
- **to recommend standards for technical and operational procedures**
- **to promote studies and recommend technical standards for the network and services' security in the country**

http://www.cgi.br/english/

CGI.br and NIC.br Structure



GOVERNMENT (Appointed)

I. E.

CIVIL SOCIETY (Elected)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21

cgi.br

Executive Branch → nic.br

Administrative Support

Legal Counsel

Pubic Relations

registro.br – Domain Registration IP Assignment

cert.br – Security and Incident Response

cetic.br – Studies and Surveys About ICT use

ceptro.br – Internet Engineering and New Projects

W3C Brazil – W3C Brazilian Office

1 – Ministry of Science and Technology (Coordination)
2 – Ministry of Communications
3 – Presidential Cabinet
4 – Ministry of Defense
5 – Ministry of Development, Industry and Foreign Trade
6 – Ministry of Planning, Budget and Management
7 – National Telecommunications Agency
8 – National Council of Scientific and Technological Development
9 – National Forum of Estate Science and Technology Secretaries
10 – Internet Expert

11 – Internet Service Providers
12 – Telecommunication Infrastructure Providers
13 – Hardware and Software Industries
14 – General Business Sector Users
15 – Non-governmental Entity
16 – Non-governmental Entity
17 – Non-governmental Entity
18 – Non-governmental Entity
19 – Academia
20 – Academia
21 – Academia

Anti-Spam Initiatives in Brazil – Historical Perspective

- **Early 2000's: Network operators changed contracts and established Acceptable Use Policies (AUP) forbidding spam**
  - **drastic reduction in spammers' operations in the country (that used to sell open relays and hosting services for international spammers)**
- **Mid 2000's: Brazil continually rising in the rankings of top spamming countries**
  - **needed to determine which really were the problems:**
    - **Local spammers?**
    - **Bullet proof services for international spammers?**
    - **Open relays?**
    - **Open proxies and/or infected machines (botnets/zombies)?**
    - **Bad practices of e-mail marketing?**
  - **need to involve multiple stakeholders to determine which policies and technical actions could actually be effective, depending on the problem**
- **2005: Anti-spam Task Force (CT-Spam) created by CGI.br**
  - **brought together technical community, ISPs, network operators, academia, e-mail marketing associations, legal advisors and regulators**

CT-Spam Initial Findings

- CERT.br abuse reports showed that
  - more than 80% of spam was due to open proxies (maybe botnets)
  - almost all remaining spam was direct delivery (probably botnets)
- We established the SpamPots Project and produced independent metrics about how the the Brazilian Broadband Infrastructure was being abused by spammers who used open proxies and botnets
  - result: international spammers, abusing Brazilian networks to send spams to victims in other countries
- There was a residual amount of complaints from bad e-mail marketing practices
- There were no indications of big spammers' operations inside the country anymore (hosting advertisement, selling delivery services)
- Decision was reached to start several working groups to act on each specific problem

Antispam.br Initiatives

Antispam.br is maintained by NIC.br/CGI.br, with technical coordination from CERT.br.

Main activities since 2005:

Port 25 Management working group (discussed in length in a bit)

Study on legal framework

- evaluated bill proposals in Congress
- created a report with a new text of legislation proposed to Congress

Email Marketing Self Regulation initiative (http://capem.org.br)

- Involved ISPs, e-mail marketing associations and consumer rights organizations
- Builds upon the success of self regulation framework already in place for other marketing sectors (e.g. CONAR - http://www.conar.org.br)

Best practices and awareness

- ISPs and Telecom operators (http://www.antispam.br/admin/)
  - technical best practices: DKIM&SPF (DMARC), Greylisting, etc
- End users

Anti-Spam and Security Awareness

Antispam.br website and cartoon videos about spam and security

http://www.antispam.br/videos/english/

Início - Administradores de redes - Estatísticas - Sobre o Antispam.br

Tipos de spam

Códigos maliciosos

São programas que executam ações maliciosas em um computador. Diversos tipos de códigos maliciosos são inseridos em *e-mails*, contendo textos que se valem de métodos de engenharia social para convencer o usuário a executar o código malicioso em anexo. Em geral, estes códigos também são utilizados em spams enviados por fraudadores.

Dentre os códigos mais comuns enviados via spam, pode-se citar as seguintes categorias:

- **Backdoor:** Programa que permite a um invasor retornar a um computador comprometido. Normalmente este programa é colocado de forma a não ser notado.
- **Spyware:** Termo utilizado para se referir a uma grande categoria de software que tem o objetivo de monitorar atividades de um sistema e enviar as informações coletadas para terceiros. Podem ser utilizados de forma legítima, mas, na maioria das vezes, são utilizados de forma

"Secure Internet" Portal

- **Points to all public awareness initiatives in the country**

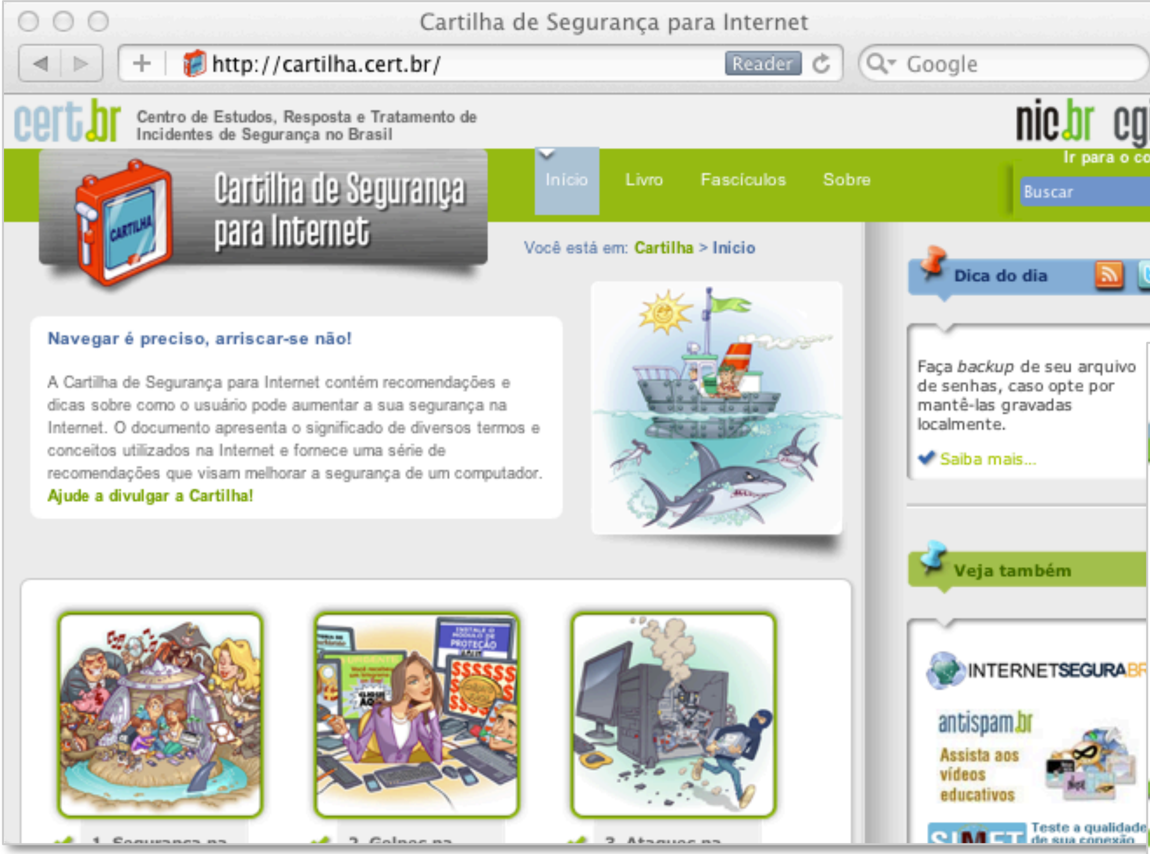
http://www.internetsegura.br/

Internet Security Best Practices for End Users

PT: "*Cartilha de Segurança para Internet*"
http://cartilha.cert.br/

ES: Translation in partnership with ISOC:
"*Cartilla de Seguridad para Internet*"
http://cartilla.cert.br/

- support material for trainers and teachers
- booklets, stickers and slides distributed to parties interested in promoting security campaigns



Cartilha de Segurança para Internet

http://cartilha.cert.br/

Centro de Estudos, Resposta e Tratamento de Incidentes de Segurança no Brasil

Ir para o conteúdo

Cartilha de Segurança para Internet

Início · Livro · Fascículos · Sobre

Buscar

Você está em: Cartilha > Início

Navegar é preciso, arriscar-se não!

A Cartilha de Segurança para Internet contém recomendações e dicas sobre como o usuário pode aumentar a sua segurança na Internet. O documento apresenta o significado de diversos termos e conceitos utilizados na Internet e fornece uma série de recomendações que visam melhorar a segurança de um computador.

Ajude a divulgar a Cartilha!

Dica do dia

Faça *backup* de seu arquivo de senhas, caso opte por mantê-las gravadas localmente.

✓ Saiba mais...

Veja também

INTERNETSEGURA.BR

antispam.br — Assista aos vídeos educativos

SIMET — Teste a qualidade de sua conexão

✓ 1. Segurança na ... ✓ 2. Golpes na ... ✓ 3. Ataques na ...

Port 25 Management Working Group

Why to create a working group as part of Antispam.br?

- Common Goal: reduce the abuse of the Internet infrastructure in Brazil by spammers
  - reduce direct delivery and the abuse of open proxies
  - Brazilian networks were being affected negatively
- The adoption of port 25 management needed to be articulated among different sectors, mainly
  - E-mail providers needed first to move mail submission to a different port (587/TCP – RFC 6409) and migrate all users
  - Then Telecom companies would be able to block outgoing port 25 traffic

Port 25 Management Working Group Members

Who was involved

- Coordinated by CGI.br – with technical coordination by CERT.br/ NIC.br
- Initial players: Telecoms, ISPs and Associations of these sectors, Anatel (Telecom regulator), the CGI.br representatives for these sectors
- Players identified in further meetings: Federal Prosecutor's Office, Consumer Defense organizations and Ministry of Justice
- A formal implementation agreement was signed
  - CGI.br, NIC.br, Anatel, Telecoms and ISP Associations
  - The consumer protection associations formally supported the agreement

Main Results

- Port 25 management: Brazil is not listed anymore as a top source of spam on lists that keep track of direct delivery / open proxy originated spam
- E-mail marketing self-regulation: the board created after the code of practice was adopted is working with the major marketing companies
- Awareness campaigns: this is an ongoing effort, specially considering the security aspect
- Legislation proposals: still being discussed in Congress – the proposed text was the base for a new text now being considered

References

- Managing Port 25 for Residential or Dynamic IP Space: Benefits of Adoption and Risks of Inaction
  http://www.maawg.org/sites/maawg/files/news/MAAWG_Port25rec0511.pdf
- OECD Anti-Spam Toolkit of Recommended Policies and Measures
  http://www.oecd-ilibrary.org/science-and-technology/oecd-anti-spam-toolkit-of-recommended-policies-and-measures_9789264027176-en
- Internet Society Anti-Spam Technology & Issues
  http://www.internetsociety.org/spam
- SpamPots Project
  http://honeytarg.cert.br/spampots/
- Antispam.br
  http://www.antispam.br/

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