

# A Multistakeholder Effort to Reduce Spam – The Case of Brazil

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# Internet Governance in Brazil

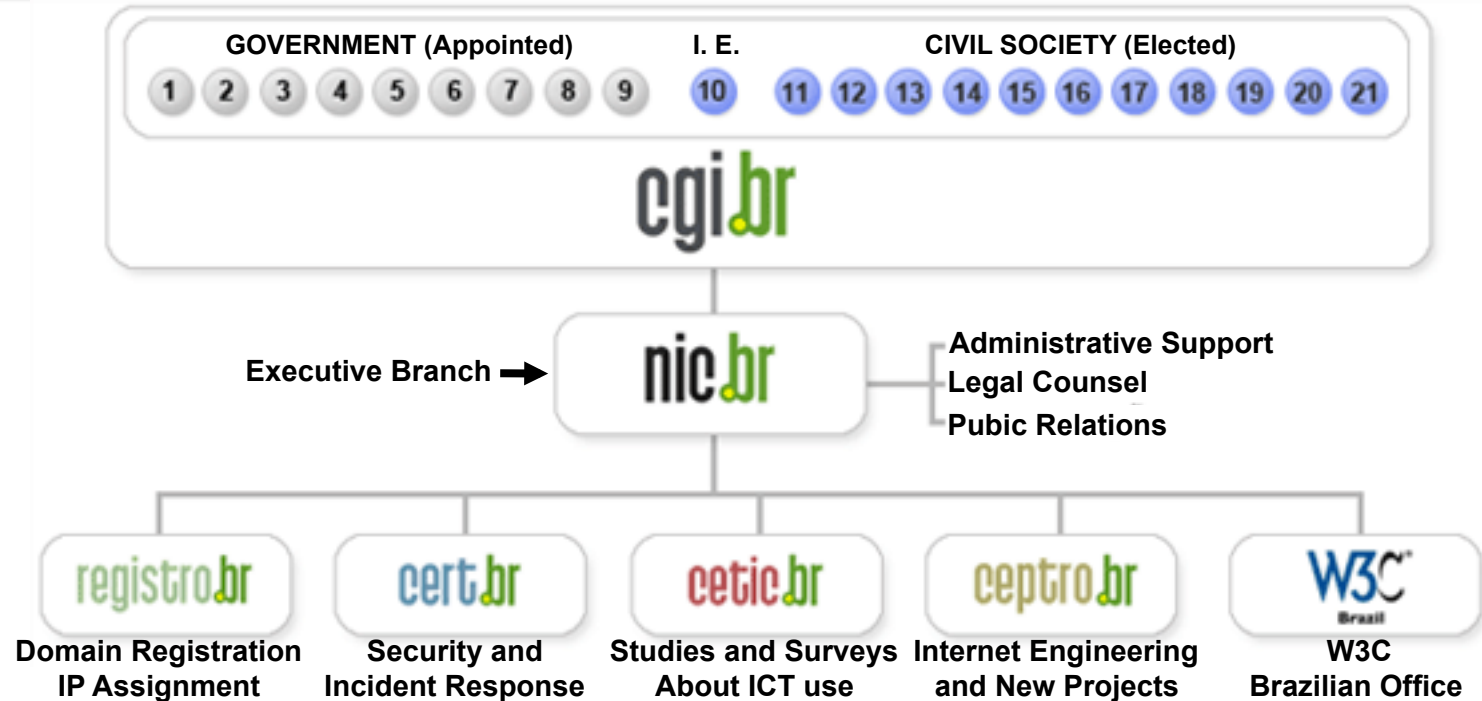
## The Brazilian Internet Steering Committee – CGI.br

- 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

# CGI.br and NIC.br Structure



- 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/>

## “Secure Internet” Portal

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

<http://www.internetsegura.br/>



**INTERNET  
SEGURA.BR**



# Internet Security Best Practices for End Users

PT: “*Cartilha de Segurança para Internet*”

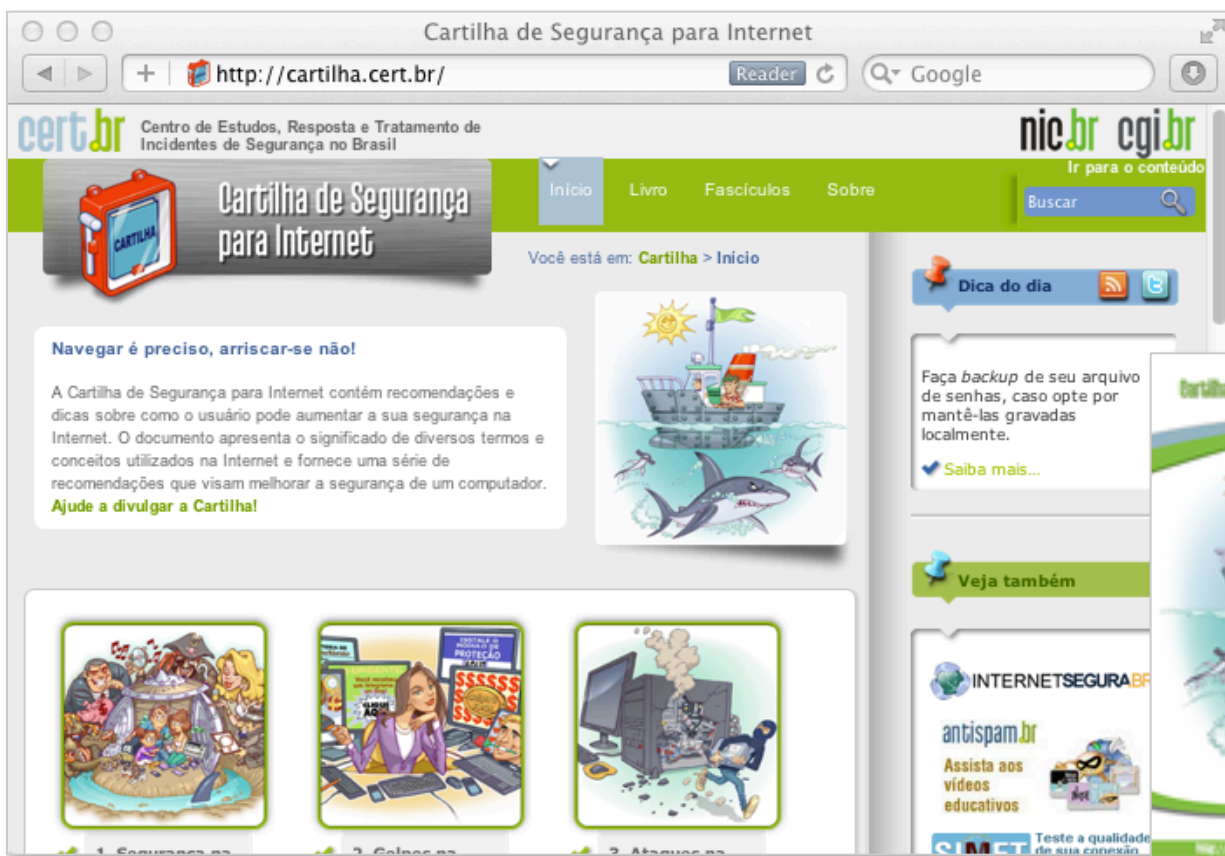
<http://cartilha.cert.br/>

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





## 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

- **Antispam.br – Summary of Anti-Spam Efforts in Brazil**  
<http://www.antispam.br/en/>
- **Internet Society Anti-Spam Technology & Issues**  
<http://www.internetsociety.org/spam>
- **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](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](http://www.oecd-ilibrary.org/science-and-technology/oecd-anti-spam-toolkit-of-recommended-policies-and-measures_9789264027176-en)
- **SpamPots Project**  
<http://honeytarg.cert.br/spampots/>

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