



## **A few quick tips to help minimize SPAM**

**No-one wants to receive spam, but every day we receive increasing amounts of it.**

As long as Internet email remaining "free" spammers will work to stay one step ahead of the rest of us. While we have been able to take a number of measures against it before your mail reaches you, inevitably some spam will get through. Here are some measures you can take yourself to help reduce the amount of spam you receive so everyone, apart from the spammers, benefits.

### **Keep your email address private whenever you can**

Spam can only be sent to you if the spammers discover your email address. So only give your address out to trusted contacts. Use a 'generic' email address on your web site from which you can forward only filtered, cleaned email.

### **Use a secondary email address for all public web page submissions or discussion groups**

If you need to use an email address for these purposes, consider using an email account at AOL mail, Hotmail or GMail. Any of these free services give you a spare email address to use so your primary business email remains undisclosed.

### **Is your email address already on spam lists? Add robust filters to your Inbox**

We've been testing Trend Micro's "Anti-Spam Pilot" for the past 60 days and have found it to be extremely effective. Considering it is free it is amazing that it all the following technologies:

- Block spam using advanced heuristics technology
- Separate suspicious messages in spam quarantine folder
- Enable you to create approved and blocked sender lists
- Integrates with Outlook; adds anti-spam functions to the toolbar
- Deliver on-demand or automatic updates to spam definitions

We highly encourage you trying and/or using this tool. Download it here

<http://www.trendmicro.com/form/anti-spam/download.asp>

### **Don't respond to 'unsubscribe' links on spam that does reach you**

Regardless of the wording in the spam, never respond to unsubscribe facilities offered within the spam. Instead of unsubscribing you from their lists, you will get more spam, as the spammers will now know that you have an active email account, and read through spam messages. Your email address is now worth much more to them (and to others who they trade their email address collections with)

We hope this has provided useful information to make your day a bit easier.

Sincerely,  
Howie Diamond  
Founder and Managing Director  
Web Services US, LLC