

# American Messaging Spam Policy

Please read below for the measures American Messaging is taking to help reduce the amount of unwanted email messages being delivered to pagers on our network.

SPAM is a very difficult and continuously evolving issue that our engineers dedicate a tremendous amount of time and effort towards filtering. We have put several programs in place to help reduce the impact. I have listed a few below:

1. Blocking of email for international IP addresses. Historically about 80% of SPAM is originated from IP addresses not in the continental U.S.
2. Apply third party SPAM filters. There are several vendors that are 100% dedicated to identifying originators of SPAM and producing lists that can be used to block messages originating from servers on this list. This is called "black listing". American Messaging subscribes to these lists and receives updated lists automatically 24 hours a day.

Most Internet Service Providers (ISP) use these same methods for detecting SPAM. The difference between methods AMS uses and those of the ISP providers is that the ISPs will put messages that appear to be SPAM into a junk folder. The customer can then review the folder and decide if the message is SPAM. In the paging environment there is no junk folder to place these SPAM-like messages in. A message is either sent to the device or discarded.

While these methods are very effective at detecting and reducing SPAM there are cases where wanted emails can be inadvertently detected as SPAM and deleted; with email outsourcing becoming more common, many larger companies are utilizing off-shore servers for their corporate email. These off-shore servers have IP addresses in our blocked international ranges. When this situation is encountered the specific IP addresses can be added to a list that will not be subject to our international IP blocking. This is called "white listing". When a given IP address is "white listed", all messages will be accepted and passed on to the next level.

The second level of SPAM filters is a list of non-international IP addresses that have been deemed SPAM originators by one or more of the third party SPAM filter vendors. Some times companies and ISP servers may be placed on this list because of an internet hacker hijacking the hardware or incorrect email settings such as being identified as an open relay.

The final level of SPAM filtering is "content filtering". This is by far a more complex filtering than the other levels mentioned previously. SPAM detection engines use very complex algorithms in an attempt to identify SPAM messages. In the ISP world, these filters normally assign a numeric value to every word, phrase, sentence, and paragraph in the message. When the message total reaches a defined point, the message is considered SPAM and discarded. For American Messaging's paging application we have chosen to set the number higher than an ISP would and error on the side of sending a little unwanted email as opposed to discarding wanted email.

We continue to strive towards reducing the impact of SPAM on our network. If you feel that your server(s) may have inadvertently been blocked as a source of SPAM, please contact American Messaging Technical Support at 800-643-6482 and provide the IP addresses for the affected server(s).

As a reference, nearly 60% of the SMTP (email) messages sent to our gateways are categorized as SPAM and discarded.