

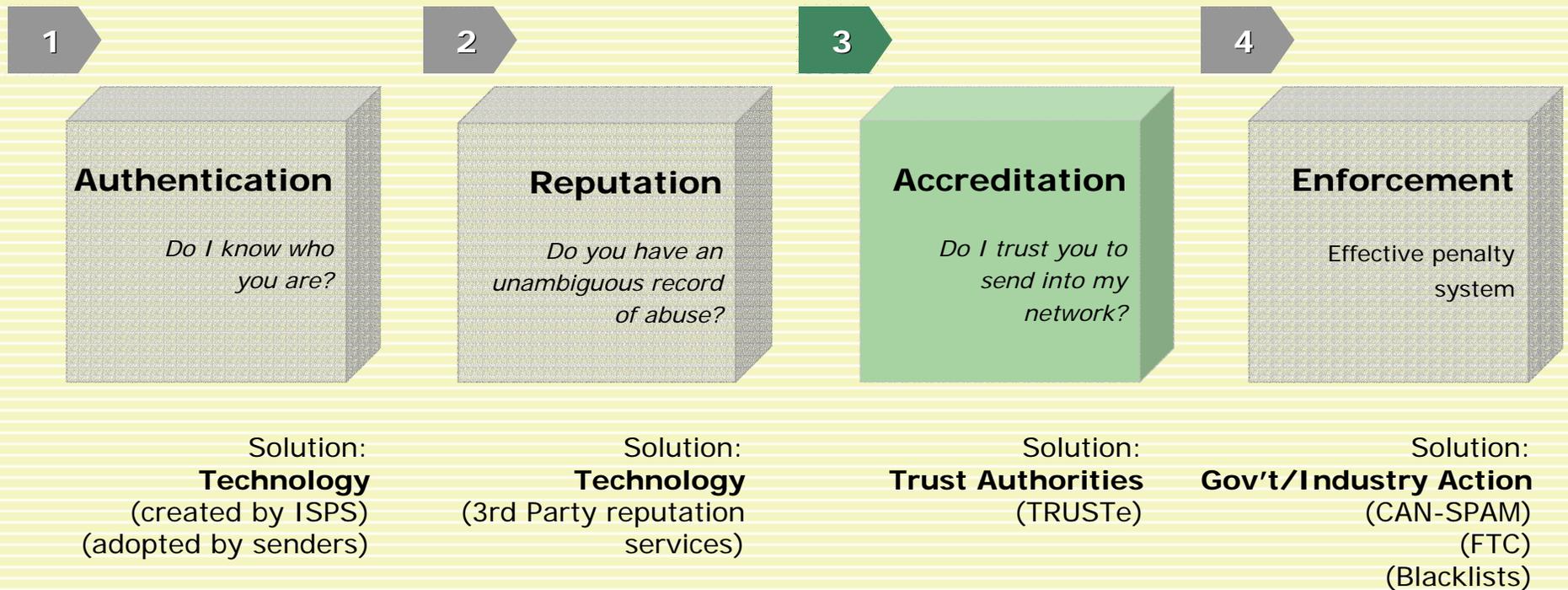
TRUST

TRUST·e

IETA: Summary of Progress, View of the Future

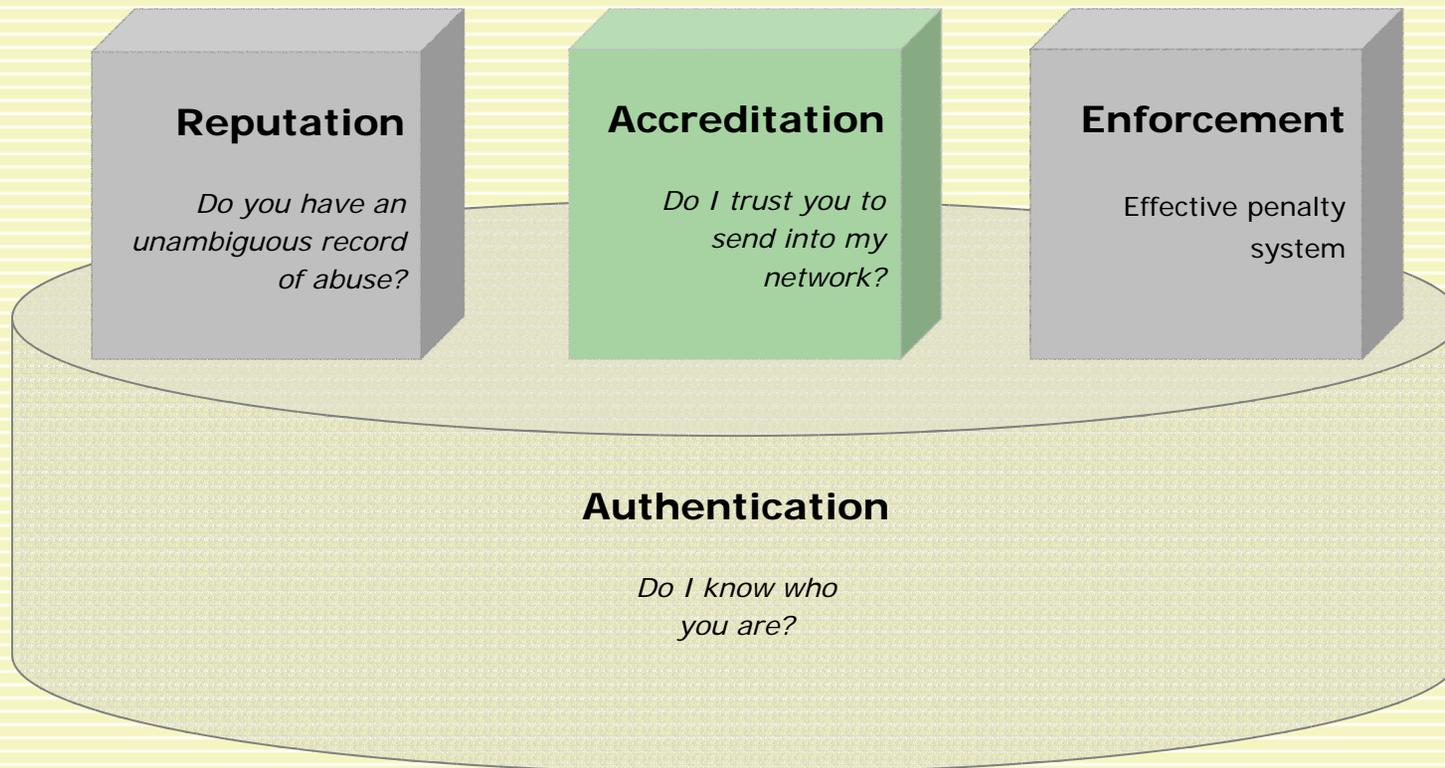
Securing the Inbox

- No quick fix, no single solution
- Consumer outrage driving action



Authentication is the Platform

- Enables trustworthy identity statements
- Remaining anti-spam tools will become more credible, effective
- Focus will soon shift to Reputation/Accreditation
- Limited stand-alone value



Reputation & Accreditation are Interdependent

Reputation

Synthesis of available data on sender history into numeric scoring system

Advantages:

- Worst spammers quickly isolated
- Data readily available on all senders

Limitations:

- New senders have no historic data
- Many spammers will regularly create new identities
- 'Gray' spammers less easily isolated
- No compliance insight (law/industry best practices)

Accreditation

Certification of senders to baseline practices. Ongoing monitoring to ensure compliance.

Advantages:

- Compliance with law/industry best practices verified
- Complete transparency for senders/receivers
- 'Gray' senders fairly evaluated
- New identities can be immediately checked

Limitations:

- Smaller universe of senders will be evaluated
- Larger senders likely to be evaluated more thoroughly

TRUSTe:

Independent Email Trust Authority

- Develops and maintains email permission and privacy standards
- Supports legitimate sender programs (Bonded Sender)
- Accredits senders to standards

Summary of Progress:

- Broad industry accepted position on email best practices
- Robust and mature certification and monitoring
- Transparent and auditable standards and procedures

Looking forward:

- Launch Point of Collection seal in Q1 '05
- Expand email accreditation services to bring accountability to more senders

Bonded Sender: Distinguishing Legitimate Email

- A self regulatory program to identify legitimate email
- Key elements of the program:
 - ✓ A cheat sheet of 'good guys' in email
 - ✓ Consumers the ultimate arbiters of 'what is spam'
 - ✓ Senders held financially accountable
- Program is Working
 - ✓ 110 Bonded Senders certified
 - ✓ Approx. 25% of the world's email traffic covered
- Microsoft endorses Bonded Sender as white list
- CNET experiences 16% open rate lift



'MSN, Hot mail fight spam
using Bonded Sender'



'Microsoft Uses Antispam Tool
Favoring Some Mass E-Mailers'



'Microsoft Throws Its Weight Behind
E-Mail-Accreditation Program'

Bonded Sender: Adoption

EMAIL SENDERS

Email marketers and corporations



BONDED SENDER™ PROGRAM

EMAIL RECEIVERS

ISPs, Corporations, Spam Solutions

28,000 unique receiving domains

25% of all email, 250 million mailboxes



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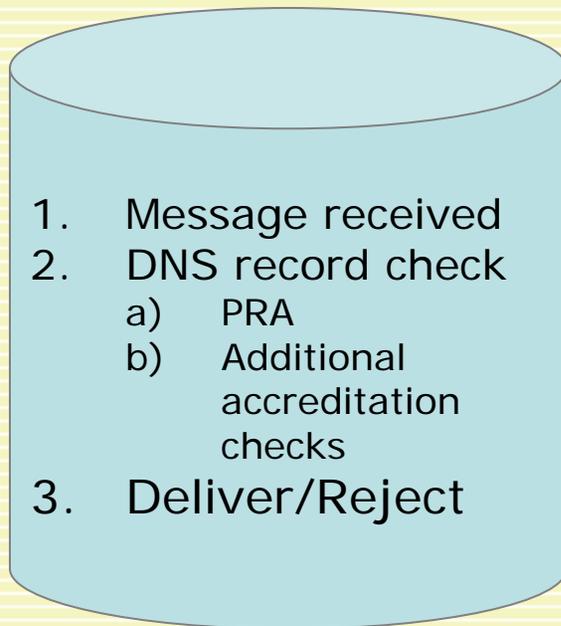
TRUSTe Authentication Priorities

- Standard must be open and free
 - *Rapid and broad adoption critical to success*
- Intellectual property protections must not be unduly restrictive
 - *Transparency builds trust*
 - *Procedural hurdles hinder adoption*
- Extensible for accreditation services
 - *DNS specifications must support additional secure statements*
 - Policy statements
 - 3rd party accreditations
 - Specs for both Sender-ID and DomainKeys meet this requirement

Extensible Authentication Record

Sample record usage (using SPF model)

Receiving Network:



Query



Text record in DNS:

- Standard SPF record authorizing IPs
- Specific, verifiable claims about program membership/accreditations earned
 - *Member: Bonded Sender*
 - *Accredited by: TRUSTe*
- Specific policy statements
 - *Permission levels*
 - *Legal compliance*
 - *etc*

Impact of Authentication on Accreditation

- Bonded Sender will adopt emerging standards
 - Facilitates more granular tracking of entities (especially on shared IPs)
 - Expands potential footprint
- Raises priority of accreditation
 - Primary question of receiving networks to date:
 - *Who's knocking at my door?*
 - Authentication: *Joe*
 - Next question:
 - *Who is 'Joe' and can I trust him?*
 - Reputation: *Weighted historical data*
 - Accreditation: *Assessment/Analysis and endorsement*
- Number of accredited senders will expand exponentially
- Tremendous market pressure to elevate practices

end