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Posted At: Tuesday, April 06, 2004 3:56 PM  
Posted To: spywareworkshop2004  
Conversation: Spyware Workshop - Comment, P044509  
Subject: Spyware Workshop - Comment, P044509

Spyware and adware is absolutely insidious. I have yet to see either one that made itself totally aware to it's victim. Normally the software is either installed without the knowledge of the user or it is installed under deceptive practices. These deceptive practices include extremely small font, deeply buried text or false promises.

I run a website for a company and I can't tell you how many customers call up to complain about some pop-up ad or redirect that occurred when they were on our site. We don't have pop-ups or redirects, so we tell them to run an adware remover. Every time, they are unaware that they have this software on their computer.

These programs are also the equivalent of one of my competitors plastering flyers all over my paid for billboard or walking into a store and forcefully taking a customer to another store. These sort of actions would not be tolerated in the physical world and I don't think they should be tolerated in the cyber world as well.

Thanks  
Heather Rhoades