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## Getting Blacklisted by Mistake

Blacklisting has happened to many businesses and individuals. When this happens people can't get your email because it's being blocked by their spam filters.

One of the first and most popular blacklists was the *Mail Abuse Prevention System Real-time Blackhole List*. It compiled thousands of entries and is used by hundreds of servers all over the world. It was acquired by *Trend Micro* in 2005. *Spamcop.net* is another service that takes spam reports and provides a free DNS-based blocking list.

**Black list compilers publish their lists of individual addresses, domain names or IP addresses without any sort of warranty that those on the list really are spammers.** *Spamcop*, for example, explicitly states on its web site that their list is provided "as is" and they do not in any way guarantee it or take any responsibility for the results of using it. **There's nothing regulating the operation of a blacklisting service.** All you need is a domain, a DNS server and a list of addresses to publish. Some lists, like AOL, add addresses submitted by users, and **it's possible to get on a blacklist just because you made the wrong person mad at you.**

<http://www.wxpnews.com/M1BM7J/080219-Disclaimer>

## How does this happen?

You may get blacklisted because your address is on one of the many "known spammer lists" that are compiled and used by some spam filtering software. Some of the blacklist organizations will put an ISP's entire domain name on the list because some of that ISP's customers are spammers. When the entire domain is blacklisted, that includes the mail of innocent customers who send mail from that ISP's mail servers, too.

**You can also get blacklisted by being a victim of a spoofing attack.** Spoofing is where a spammer can send email and use your email addresses as the sender, even though it didn't come from you.

## How to get off

To get off the blacklist you could change ISPs or get a new static IP address, but that can be a big inconvenience.

You can ask people with whom you want to correspond to configure their "white lists" or "safe senders" lists to allow your mail through. But if you can't send them mail this means you'll have to call each correspondent or send snail mail or con-

tact them in some other way to let them know to do this. Not very practical.

Some ISPs, like AOL, use their own blacklists to protect their users from incoming spam, but this means if you get on the list, you won't be able to send mail to customers of that ISP and the customers themselves may have no control and no way to "whitelist" you so your mail can get through.

Blacklists have different policies regarding how they verify their information, how long an address stays on the list, procedures for challenging the listing and having it removed, etc. Rarely is there a phone number you can call to get removed. Normally you have to submit a form on their web site or send email requests to get removed.

Nobody wants to get spam, and the intent of the lists is good, but as with any technology, good intentions aren't always enough to prevent bad results. Intelligent spam filtering requires more than just consulting a list; modern filtering programs use sophisticated metrics to examine the content of messages themselves and determine whether they're likely to be spam. This results in far fewer false positives.



## Handy FAQs

Are you aware of our  
FAQs web site page?

We have listed the  
answers to many  
common questions on  
our Help Desk web site.

You can access this site by  
[Request.AHinc.com](http://Request.AHinc.com)

Just click on the  
**FAQs Knowledge Base**  
or the  
**Trouble Shooter**  
icons.

## Imagine a world without Spam

- How long would you say that you spend on Spam during the work day?
- How many times have you deleted an important email while trying to deal with spam?
- How many viruses have you received via email?

What if the answer to all of these questions was practically zero? Impossible you say? Not any more. **We have found a way to achieve what many businesses felt was impossible. Clean email, free of viruses, free of spam and much easier to navigate.**

## What you need to do

Other than give us the go ahead, nothing.

No hardware to buy  
No labor costs

No programs to install  
No set up fees

We take care of it all and after you start using this system, the only difference you will notice in your emails is that spam has practically disappeared.

## What you get

- Virtually no spam—which includes the near elimination of phishing emails
- Emails checked for viruses
- Reductions in malware, spyware where email is concerned
- Increased productivity from employees as they spend much less time with bad email and more time on work

## What we do

- We will make a change involving your company's domain name to direct email to the cleansing center.
- We will house and run the equipment that is necessary to cleanse the email.
- We will also ensure that virus definitions are updated hourly. These updates protect your company by staying ahead of spammers as they come up with new ways to get through your security.

## How it works

When an email is sent to you, it takes a detour to the cleansing center. Once the email is cleansed, it is sent on to you, free of all those things we've come to dread in email. The system which cleanses the email uses a series of filters and techniques that will not cause any delay in receiving your email.

## Why is it better

What separates this technique from other spam solutions? This system has a 24/7 security operations center that continuously monitors the Internet for the latest spam definitions, viruses and other email-borne threats.

## What it costs

This is the best part! For the first 30 days, it is free. We understand that making any change to something as vital as email is a big commitment, so try it out. We are sure you will not be disappointed. After the trial period, the cost is \$550.00 a year for up to 50 email addresses. That's approximately \$48 a month or \$1.50 a day.

Let's break it down.

- The average user spends about 50 minutes a week deleting spam.
- That's about 10 minutes a day.
- For one employee paid at \$15 per hour, that is \$2.50 a day spent manually deleting spam.
- Now multiply that \$2.50 a day by five or ten employees.

That is a huge savings for your company. Not to mention the many benefits besides saving time and money that this service offers.

## Cost Savings Calculator

		<u>Examples</u>
Average Hours/Day (Per User) to delete Spam	A _____	A .25
Average Hourly Rate (Of all employees)	B _____	B \$15.00
Daily Cost: (A x B)	C _____	C \$3.75
Number of Email Users	D _____	D 10
Total Daily Cost (C x D)	E _____	E \$37.50
Less Cost of Service	F \$1.50	F \$1.50
<b>Daily Savings (E - F)</b>	<b>G _____</b>	<b>G \$36.00</b>
<b>Annual Savings</b>		<b>\$9,360.00</b>

## Anti-Spyware Tools that are Spyware

In 2007, according to a fifth annual study survey from the Computer Technology Industry Association (CompTIA), **spyware has become the biggest security threat to organizations**. A few years ago spyware was barely even considered a threat. Investment and usage of security protection is continually needed to protect your data, especially security issues related to mobile computing or wireless networking.

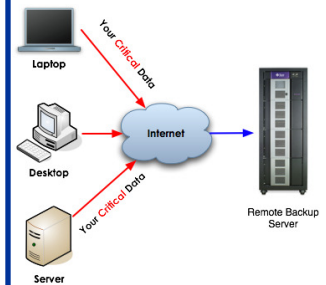
**Be aware there are some sites that prompt you to download their free anti-spyware program and end up actually putting a spyware program on your system.**

Here is a list of some of the spyware programs to NOT trust.

AdwareDeluxe, AdwarePatroll, ETD Scanner, PAL Spyware Remover, SpySpotter, AlertSpy, Allume Internet Cleanup, SpyBouncer and SpyOnThis.

The sad news is that the search engines Google, Yahoo and Microsoft Live show ads for these products, even though they are harmful. When the search engines companies discover that there are ads for harmful products, the ads are removed. But the people who create these ads are constantly adding new and different ads. **They have gone as far as advertising products to download that will remove these harmful products which actually end up putting another spyware product on your system.**

A SAFE Web site, [Spyware Warrior](#), has been at the forefront of exposing fraudulent and misleading antispysware products. It is worth checking this site before downloading a free anti-spyware product that can turn out to be harmful. Included on their site is a page listing SAFE programs to use along with a product comparison.



## Remote Backup Storage

We are finalizing our plans on the ability to offer you remote backup capabilities at very low cost.

The system would copy your important data at least nightly, and more often if necessary to a remote location.

The data on our remote location server is then copied daily to another remote server, offering you double protection.

This does not eliminate doing your normal backups, but does remove the problem of always having off-site backups.

If you are interested in getting automatic off-site backups, please call us to discuss at 630-941-9332.

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**On the Web**

[www.AdvancedHorizons.net](http://www.AdvancedHorizons.net)  
[www.EZforYou.com](http://www.EZforYou.com)

**Count every "F" in the following text:**



Primitive spelling bees

FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF YEARS.

How many "F"s did you count? If you said 3, try again. There are 6. Your brain skipped right over the word "of" each time.

*I find the following interesting on how we can read words that are misspelled.*

Olny srmata poelpe can raed tihs.

cdnuolt blveiee taht I cluod aulaclyt uesdnatnrd waht I was rdanieg. The phaonmneal pweor of the hmuan mnid, aoccdnrig to a rscheearch at Cmabrigde Uinervtisy,

it deosn't mttar in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it wouthit a porbelm.

Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Amzanig huh? yaeh and I awlyas tghuhot slpeling was ipmorantt!