

## CalConnect: Fighting Calendar Spam

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## CalConnect – background

- Formed to improve Calendaring & Scheduling technologies and products in 2004
- iCalendar, vCard standards used on over 2.5 billion devices
- Only Calendaring & Scheduling venue
- About 30 members from all over the world (US, EU, Asia, Australia) which meet 3 times a year



# CalConnect & M3AAWG & calendar spam



Jan 2017

**Definition of calendar  
spam @CalConnect**

June 2017

**first panel  
discussion  
@  
M3AAWG  
40**

Oct 2017

**Guest @  
M3AAWG  
41**

Feb 2018

**joined  
work in TC  
CALSPAM  
started**

April 2018

**official  
liaison  
announced**

# TC CALSPAM

- **Goal:**

The goal of this TC is to better protect users from receiving undesired information delivered through calendar systems, which currently range from spam to phishing attacks.
- **Deliverable:**

Provide best common practice for mail and calendar service providers
- **Charter:**

<https://github.com/CalConnect/public/blob/master/charter/charter-TC-CALSPAM.md>

## Who is engaged?

- Chair and main editor:
  - Thomas Schäfer (1&1/CalConnect)
- Active participation:
  - Jesse Thompson (UW Madison/M3AAWG)
  - Arne Allisat (1&1/M3AAWG)
  - Andrey Maevsky (Cyren/M3AAWG)
  - Andrew Laurence (UC Irvine/CalConnect)
  - Bron Gondwana (FastMail/M3AAWG/CalConnect)

## calendar spam is different

- Events are often automatically inserted in calendar for convenience reasons
- Events can be placed in the future
- Hard to tell, where and when events originated and were delivered
- Contain or trigger notifications/alarms in clients
- Can include recurrence -> multiply the annoyance

## Some numbers

| Definition                | UW Madison<br>(MS 360) | Cyren   |
|---------------------------|------------------------|---------|
| Ratio calendar spam/spam  | 0,004 %                | 0,036 % |
| Ratio clean calendar/mail | 0,2 %                  | 0,12 %  |
| Ratio calendar spam/spam  | 0,7 %                  | 11 %    |

### Explanation:

- UW: end-user / forwarding traffic
- Cyren: traffic mainly within big provider as suspected (calendaring systems used for sending calendar spam to the same system for reputation reasons)

Based on 1 week traffic analysis at UW and cyren.

# No chance to be a hero



[https://en.wikipedia.org/wiki/Justice\\_League](https://en.wikipedia.org/wiki/Justice_League)



# It's all about prevention and dirt work



pixabay

## Current status

- Draft of BCP document has been created
- We would like you to comment on the document to further improve it

<https://goo.gl/bMbjXT>

## Your input

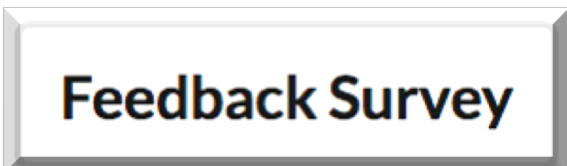
- Anything missing from mail system point of view?
- What is the common practice in your system for the email containing an invite after inserting the event into the users calendar?
- What actions should be triggered in mail system, when user marks an event as spam in calendar?
- to support actions e.g. FeedbackLoop (FBL), what information needed from calendaring system (MailID?, ...) to allow receiving mail systems to inform sending system about abuse (maybe even days/weeks after the incident happened)?
- ...

## Next steps

- Discuss current proposal also at CalConnect conference on Thursday among calendar service providers
- Improve BCP and push first version to M3AAWG document repository
- Interested in engaging yourself?  
Contact chair of TC:  
Thomas Schäfer at [thomas.schaefer@calconnect.org](mailto:thomas.schaefer@calconnect.org)

## Session Feedback

Please share your comments on this session with M<sup>3</sup>AAWG  
– good, could-be-better or new ideas –  
to help improve our meetings

Click on the session title in SCHED then  
use the  button above the description

Thanks! Your comments are appreciated.