Calendar Spam

Thomas Schäfer @ CalConnect XLII Conference Tokyo

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wsdwl

CalConnect & M3AAWG & calendar spam

Nov 2016	Jan 2017	June 2017	Oct 2017	Feb 2018	April 2018	June 2018
recent re-occurrence	Definition @CalConnect	first panel discussion @ M3AAWG 40	Guest @ M3AAWG 41	joined work in TC CALSPAM started	official liaison announced	first draft of BCP

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 (MS 360)	Cyren
Ratio clean calendar/mail	0,2 %	0,12 %
Ratio calendar spam/clean	0,7 %	11 %
Ratio mail spam/clean	25,0 %	35,3 %

Explanation:
- UW: end-user / forwarded traffic
- Cyren: traffic mainly within big provider (as suspected calendaring systems used for sending calendar spam to the same system for reputation reasons but also because of being a bigger target group)

Based on 1 week traffic analysis at UW and cyren.

No chance to be a hero

It's all about prevention and dirt work

inspect and adapt

pixabay

Current status

- Draft of BCP document has been created

- We would like you to comment on the document to further improve it

Either at https://goo.gl/bMbjXT or direct at

https://github.com/CalConnect/TC-CALSPAM/tree/master/BP_workingdraft

Your input (1/2)

- Anything missing from calendar 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)?

Your input (2/2)

- How (structure and content) and where to store the information about how an event ended up in the users calendar?

- How to keep the information, if event is updated?

- How to display the information, when needed?

- …

Next steps

- Improve BCP and push first version to M3AAWG document repository

- Discuss proposals from M3AAWG and CalConnect at our calls

- Interested in engaging yourself?
    Contact chair of TC:

    Thomas Schäfer at thomas.schaefer@calconnect.org

Open for discussion!