

Antivirus and Spam

Lovely Spam! Wonderful Spam!

Lovely Spam! Wonderful Spam

Spa-a-a-a-a-a-a-am

Spa-a-a-a-a-a-a-am

Spa-a-a-a-a-a-a-am

Lovely Spam! (Lovely Spam!)

Lovely Spam!

Spam, Spam, Spam, Spam!

Monty Python (1972)

Overview

Problems to solve

Project objective

Market trends

Trend analysis

Target audience

Proposed solution

Process

Deliverables

Vision

Team

Spam

- ‘spiced’ and ‘ham’.
- 1937 Hormel Foods Corporation (USA) minced sausage
- 1970 Monty Python’s Flying Circus
 - Spam song <https://www.youtube.com/watch?v=mBcY3W5WqNU>
 - Since then spam has been associated with unwanted, obtrusive, excessive information which suppresses required messages.
- Today ‘spam’ --- email terminology
- Hormel tinned meat products are still on sale in the USA.



Popular Spam

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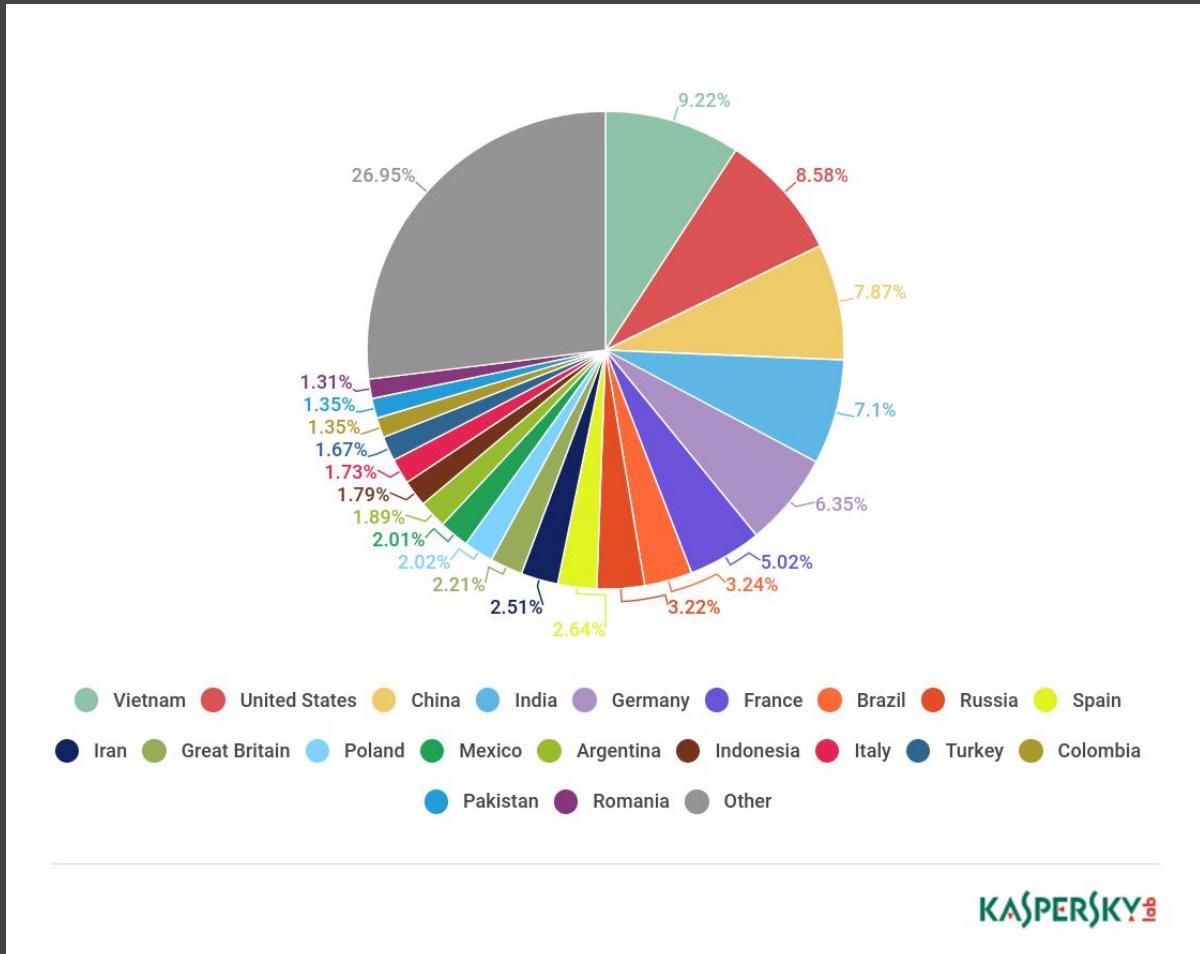
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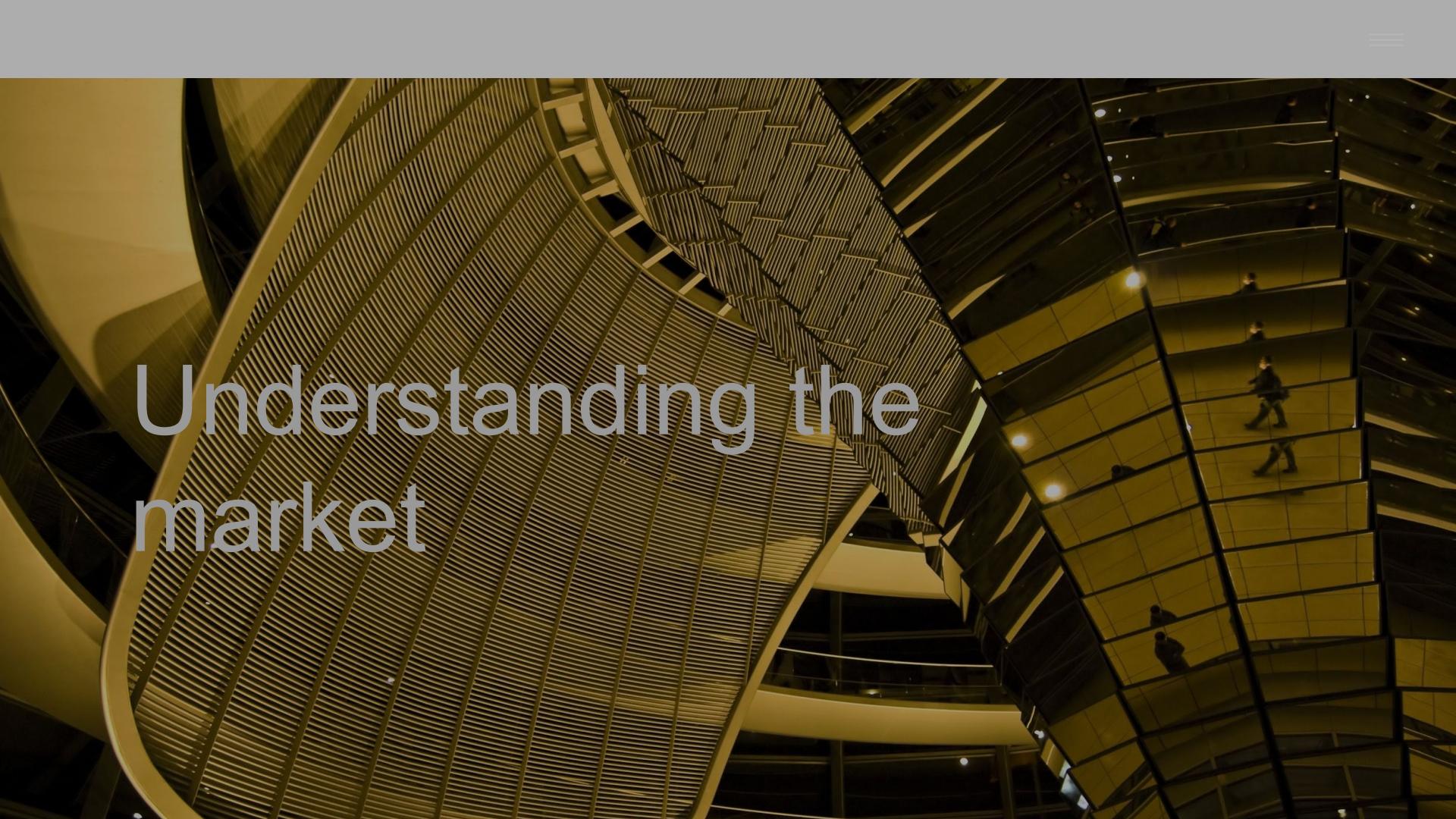
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Sources of spam by country







Understanding the
market

Market trends

01

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Client Implications:

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Market trends

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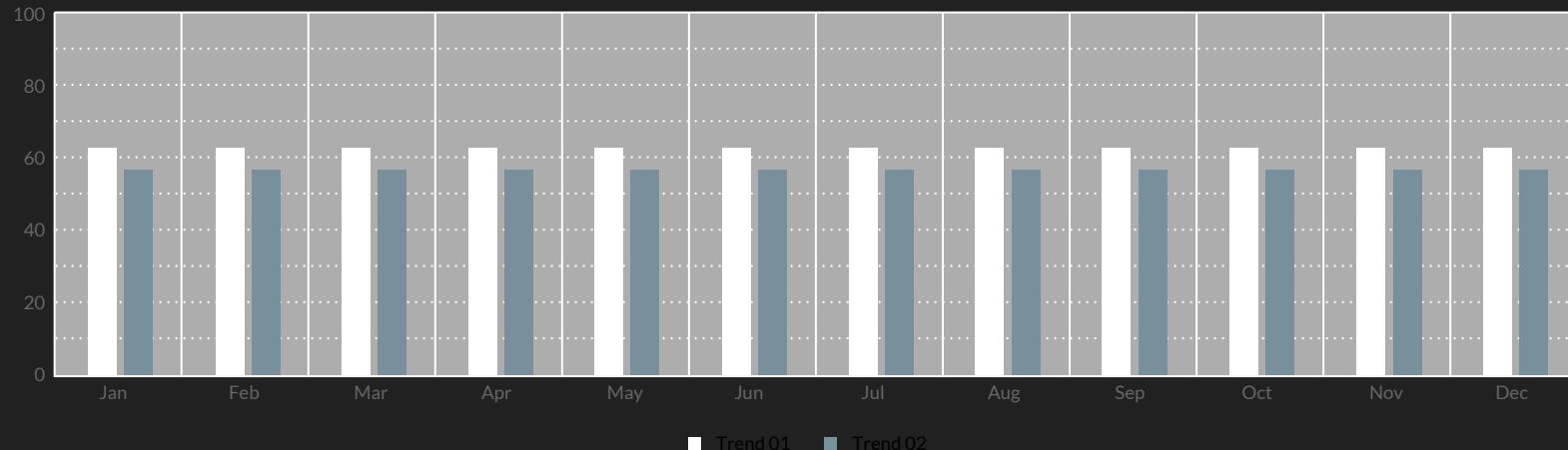
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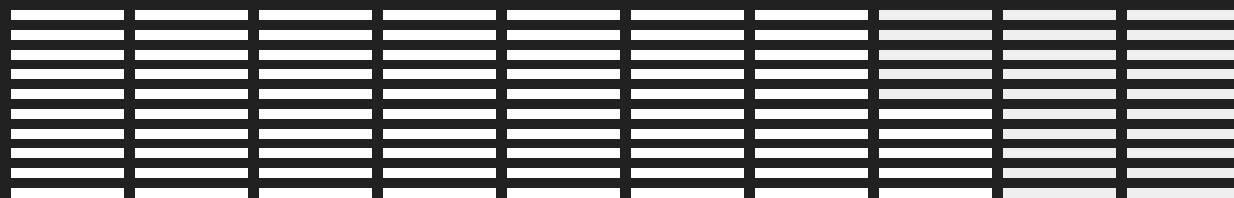
Trend analysis



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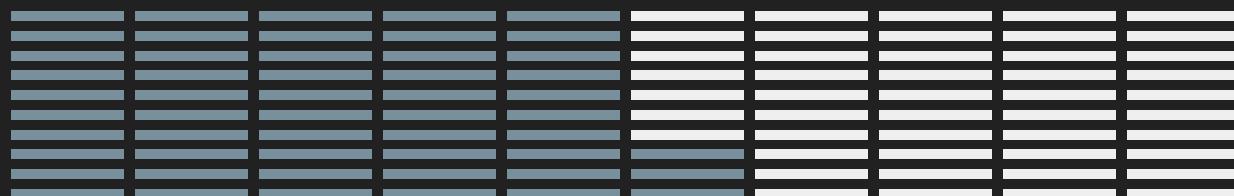
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Trend 01



75%

Trend 02



53%

Target audience

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Proposed solution

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Process



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Deliverables

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Vision

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Team

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CEO

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C.A.S.L prohibits companies from Canada's Anti-Spam Legislation generally prohibits companies from: **Andrew I sent you an email! Did you see it? Do you want to keep using this slides?**

- sending commercial electronic messages, to an electronic address, without your consent (permission). This includes emails, social networking accounts and text messages;
- alteration of transmission data in an electronic message, in the course of a commercial activity, which results in the message being delivered to a different destination without your express consent;
- installing computer programs, in the course of a commercial activity, without the express consent of the owner or user (e.g., an authorized employee) of the computer system;
- promoting products or services online using false or misleading representations;
- collecting personal information by accessing a computer system or electronic device illegally (i.e., in violation of federal law, such as the Criminal Code of Canada); and
- collecting or using electronic addresses using computer programs without your permission (this is known as 'address harvesting').

3 Government Agencies Responsible for enforcement of the law.

- The Canadian Radio-television and Telecommunications Commission (CRTC) to issue administrative monetary penalties for violations of the anti-spam law.
- The Competition Bureau to seek administrative monetary penalties or criminal sanctions under the Competition Act.
- The Office of the Privacy Commissioner to exercise powers under the Personal Information Protection and Electronic Documents Act.



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Thank you.

