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Assured Path Messaging

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APM

- Not a technology
 - technology-neutral
- No direct need for legislation
- Mail abuse is a business issue
 - ISPs have to cooperate

Promiscuous mail has failed

- Receivers listen to all, senders use DNS
 - simple for both
 - widely abused
 - elaborate defences
- No service provision
 - no revenue

Bilateral links

- APM is closed
 - APM -> promiscuous acceptable
 - promiscuous -> APM forbidden
- Agreements between APM providers
 - what addresses
 - what relaying
 - what payments
 - how to maintain separation

Global standards

- Behaviour considered to be mail abuse
 - principally UBE, but eg abuse response
 - do not invite legal interpretation
 - inclusive, specific
 - no jargon
- Multilingual
 - compatible with many cultures

Global standards

- APM service levels
 - same for peering and user service
- Public commitment by APMPs
- Maintenance process

Global support

- Maintenance of standards
- Dispute resolution
- Brokering of link agreements

- Last-resort relaying

Local benefits

- Customers get better service
 - which they pay for
- APM facilities not subject to abuse
- APM relaying is a new industry
 - relaying
 - consultancy

Who loses?

- Senders of UBE
- People without access to APM
 - too expensive?

Threats

- Inadequate level of acceptance
- Major operator dilutes standards
- Legal resistance
 - freedom of speech
 - restrictive practice
- Deception
- Leakage at a major APMP

Technology

- Link technology
- Identify APM
 - source IP address
 - sender MX
 - crypto tokens
 - unusual ports
 - SSL

Worth looking at?

- Draft documents
- Design a pilot
- Get initial participants

- Questions?

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