

Certified Senders Alliance (CSA)



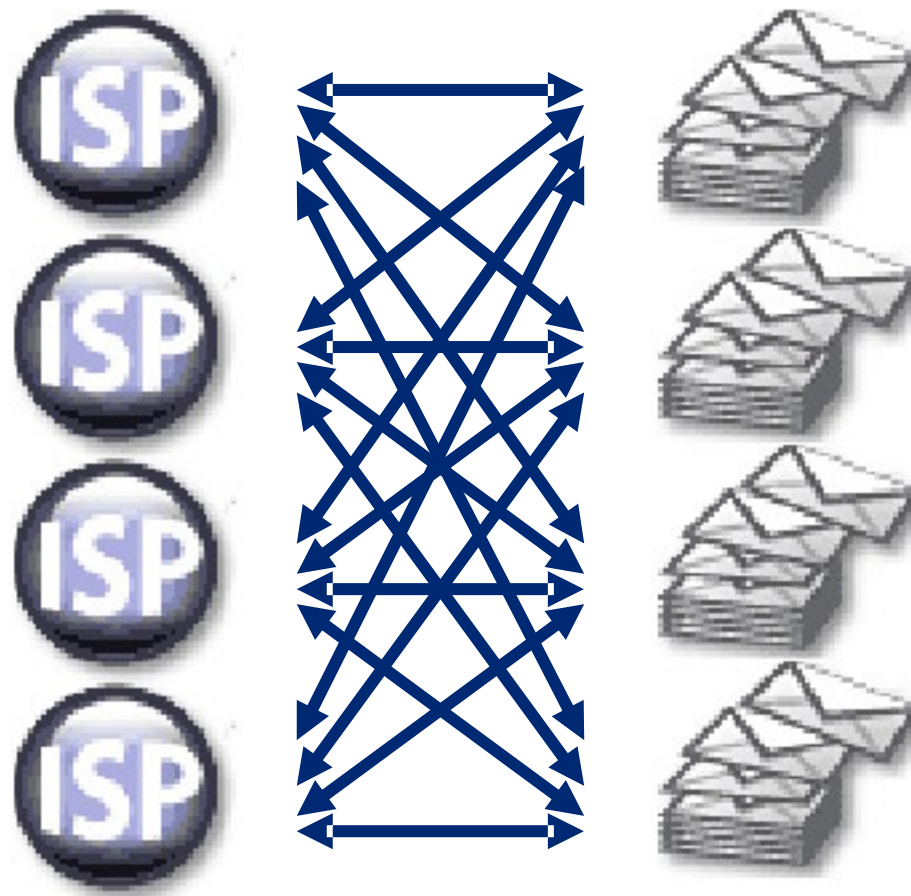
Central Whitelist Project

CSA Whitelist Project: In Brief

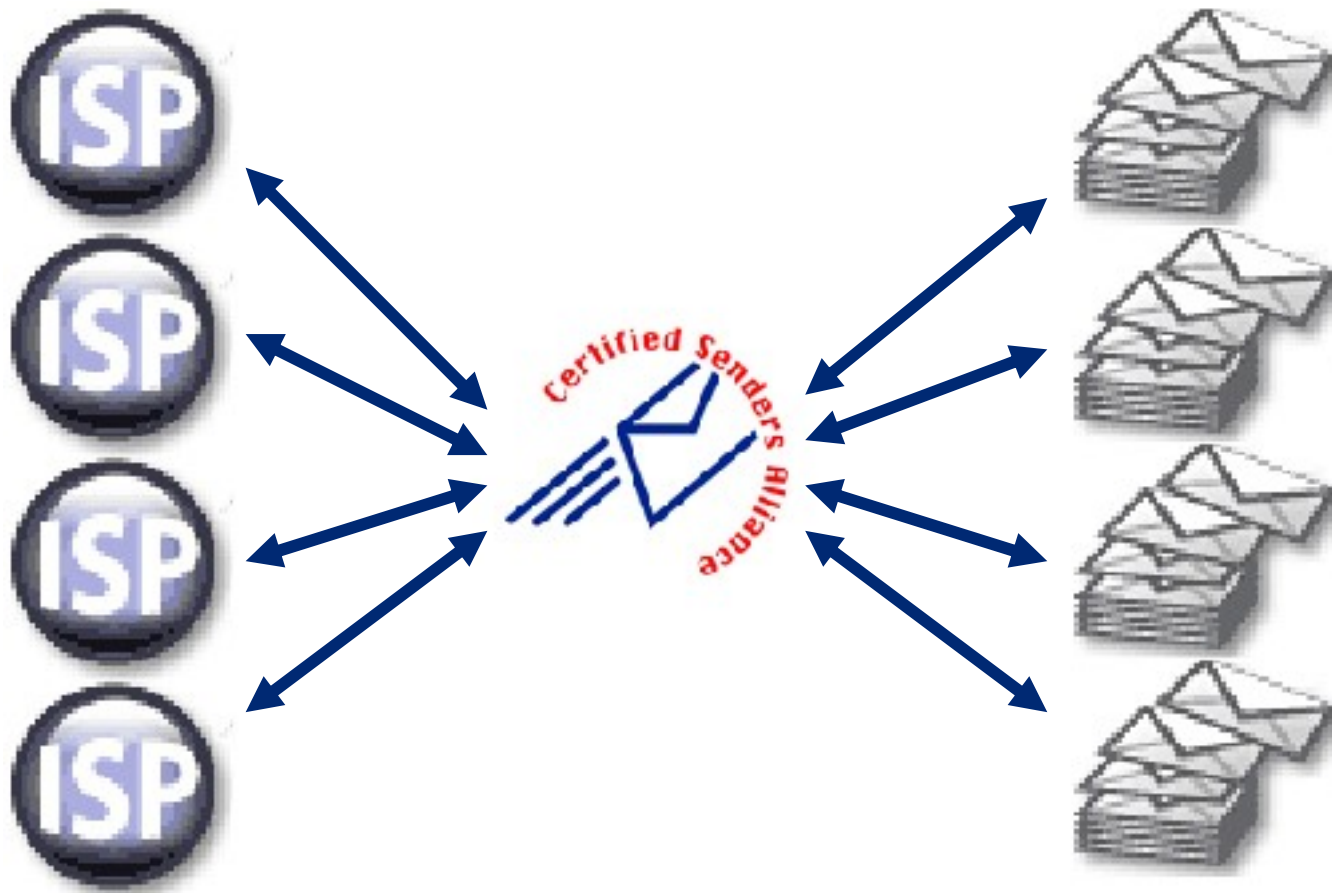
- ◆ **Central Whitelist accessed by ISPs and spamfilter producers to assure the delivery of legitimate emails**
- ◆ **Bulk mail senders undergo highest quality accreditation process**
- ◆ **Effective sanctions for sending spam**
- ◆ **Supported by DDV (German Direct Marketing Association)**



Delivery & Whitelisting: The old days



CSA: State of the Art



CSA Whitelist: How it works

- ◆ **Data about senders stored in a xml file:**
 - maintained by eco
 - downloaded and processed by ISPs
 - Whitelist also available as “DNS based whitelist”
- ◆ **Xml file contains extensive information about senders and their servers**
- ◆ **Transactions are secure**
- ◆ **New servers are only added after certification**
- ◆ **Quality Maintenance:**
 - eco receives the complaints about senders and will be informed about potential misuse
 - Automated testing of technical criteria

CSA: Some Figures

- ◆ **Participating ISPs covering more than 50 Million active email-accounts**
- ◆ **Coverage of 60% in Germany**
- ◆ **CSA certified senders send more than 500 Million emails per month**

CSA Whitelist: Benefits

◆ Resources:

- eco concentrates the negotiations between ISPs and newsletter senders
- Senders have to talk to CSA while ISPs only have to download whitelist -> efficiency gains

◆ Quality:

- eco follows a very stringent certification process to assure the distinction of the whitelist

◆ Complaint management:

- eco highly experienced - maintaining Internet hotline since 1998

CSA Whitelist: Benefits to Senders

◆ **Resources:**

- eco concentrates the negotiations between ISPs and newsletter senders
- Senders only have to talk to eco and not to each ISP individually
- Time and resource saving

◆ **One Certification only:**

- Senders have to undergo only one certification process
- Terms and conditions rendered legally compliant

◆ **Complaint management:**

- eco runs the hotline, so senders receive complaints only from one hotline

CSA Whitelist: Features

- ◆ **Voluntary solution based on open standards (XML, SSL,...)**
- ◆ **Efficiency:**
 - An IP based filtering is more efficient: the implementation of the smtp protocol needs no extension or change
 - Whitelisting more efficient than blacklisting
- ◆ **Transparency:**
 - The CSA procedures are open
- ◆ **Acceptance:**
 - eco and DDV as non-profit organisations follow non-profit goals

CSA: Documents

- ◆ **Documents:**
 - Admission criteria
 - Rules of Complaints Procedure
 - Eligibility Requirements for bulk senders
 - License Agreement for ISPs
 - Price list
- ◆ **Documents available at:**
www.certified-senders.eu



CSA: Documents/Contracts

◆ The contract:

- The **ISP** signs a licensing agreement for the use of the list
 - assures email delivery without tagging or blocking
- The **sender** signs a contract with the eligibility requirements and subordinates to
 - the admission criteria
 - the complaints procedure
 - the price list

http://www.certified-senders.eu/csa_html/en/268.htm

Eligibility Requirements: Senders

- ◆ **Subordination to the admission criteria and the complaints procedures**
- ◆ **Strict Vetting process (committee for admission with 2 representatives from eco and DDV), split up into:**
 - technical compliance
 - adherence to legal criteria
- ◆ **Certification if sender complies with Section 2 of the admission criteria => listed within 24h after successful certification**

CSA: Prices

- ◆ **One-time registration fee + monthly dues**
- ◆ **20% discount for members/customers of:**
 - eco
 - DDV
 - Habeas
 - ReturnPath
- ◆ **Pricelist available at**
www.certified-senders.eu

CSA: Participants

- ◆ See www.certified-senders.eu for a list of participants
 - ISPs
 - Technology Partners
 - Senders (e.g. ESPs)

About eco

- ◆ **eco is the association of the German ISPs and the internet economy and represents the interests of all companies dealing with the internet**
 - as a non-profit organisation eco enjoys high confidence
 - the association is successfully working for 11 years now to bring forward the internet as a communication and business medium
- ◆ **eco is committed in various ways**
 - for instance, eco runs the DE-CIX (www.de-cix.net), as well as
 - the organisation for the voluntary self-control of the internet economy www.eco.de/ictf
 - and also runs the industry Anti Spam Initiative
 - More projects: www.eco.de
- ◆ **eco is member of**
 - EuroISPA www.euroispa.org
 - INHOPE www.inhope.org
 - Euro-IX www.euro-ix.org (DE-CIX membership)



Verband der deutschen Internetwirtschaft e. V.

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