



Junk Email – What is It ?

**Hillingdon u3a
Computer Club**

Phone Scams – TV Programme

I recommend members watch the Channel 5 TV programme;

“Stop the Scammers”
presented by Alexis Conran

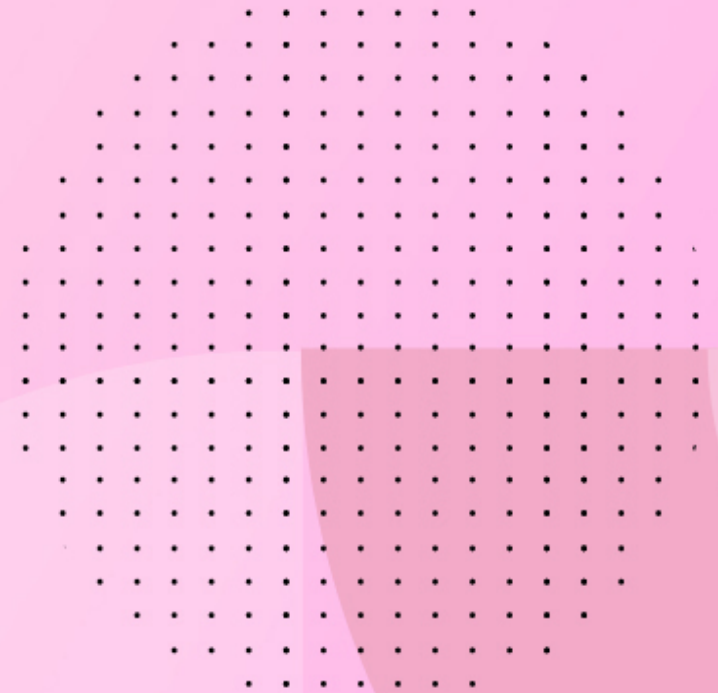
Find this on Channel 5’s catchup channel



Have you seen any of these on an email ?



What's the History of Spam



History of Spam

It's history of the first spam email is that it was sent out in 1978 by Gary Thuerk, an employee of the now-defunct Digital Equipment Corp. (DEC), to promote a new product. The unsolicited email went out to about 400 of the 2,600 people who had email accounts on the Advanced Research Projects Agency Network. Some reports suggest that it generated about \$12 million in new sales for DEC.

However, it wasn't until 1993 that the term spam was used. It was used on a newsgroup which was a hybrid between an email and web forum. A glitch in its new moderation software caused it to automatically post 200-plus messages to a discussion group. Someone jokingly called the event spamming.



Junk Email vs. Spam: What's the Difference?

Solve This Problem For Me

Junk Email vs Spam

Junk Email

- Traditionally, Junk mail came through the letterbox
- Junk Email was the obvious term to use for unwanted Advertising Electronic email

Spam

- Defined as irrelevant or inappropriate messages sent in bulk to a large number of people
- They come in different forms and through different media.
- Purpose is to trick you to give up personal or financial information



Junk Email vs Spam

Also Known as Phishing

- Specifically designed to lure the user to open the email
- Contain financial offers, easy diet offers and use fear to intimidate users to reveal their information.
- They do is by including links that look normal but might URL's that lead to infected websites.
- The might also have an attachment which they can use to transport malicious software
- It probably doesn't need to be said but



NEVER OPEN ANY SUSPICIOUS ATTACHMENTS OR LINKS



Spam / Junk Email Statistics

- Users send 306 billion emails daily
- 85% of all emails are spam
- 283 billion spam emails detected in 2021
- For every 12.5 million emails, spammers get one reply
- 30% of people unintentionally open a phishing email
- And 12% of these will click on the link
- Gmail servers have blocked around 100 million Phishing emails with their advance filters
- Top attachment is .doc & .dot (37%). Then .exe (19%)
- Spam texts up by 146% in 2021



Spam / Junk Email Statistics

- Lottery scams
- Nigerian Prince scams
- Credit card scams
- Literary scams
- Poetry scams
- Jury duty scams
- Chain letters and email scams
- HMRC email scams
- Paypal Scam
- Work From Home Scams
- Work At Home scams
- Free Vacation Scam

Email can look different to different people

That's because there are over 15 common types of Spam

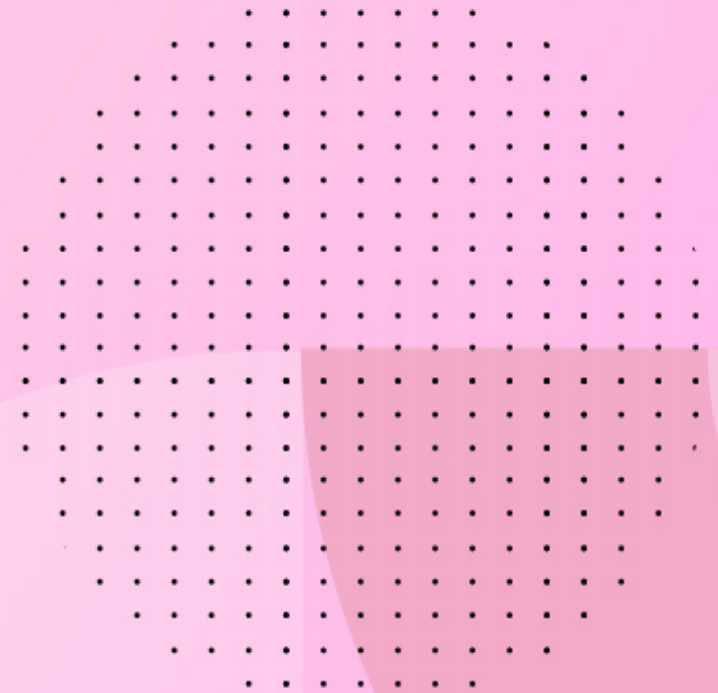


Spam / Junk Email

How Spammers got your E-mail address

- Spammers possibly got your E-mail address because:
 - a) You provided your E-mail address on shoddy sites (E.g. Free music or software download websites)
 - b) You signed up for newsletters on sites that have no privacy policies
 - c) You put your E-mail address on a web page
 - d) Subscribing to one or more of the great deals or Once-in-a-life-time kind of E-mail/website offers.

How to Avoid Junk / Spam Emails



Avoiding Junk/Spam Emails

Importance of Avoiding Spam

- Junk in it's simplest form, it can attack & fill up your storage
- The main intention is to find various ways to attack your privacy
- Used to spread malware over your devices
- Being unaware of the risks and what spam email can do

Use Different Email Addresses

- Keep possible attackers away from your primary email account
- Different email addresses allow you to organise your online life into online activities e.g. family/friends, shopping, social media, one off use.
- Also allows you to be anonymous e.g. buyer@gmail.com



Avoiding Junk/Spam Emails

Use Different Email Addresses (2)

- For public or sharing use, Hu3a is moving to generic email addresses e.g. Hillingdonu3a.IT@gmail.com
- You might want to contact multiple people at once e.g. tonyu3a@hotmail.com
- You might want improved security and have one off or through away accounts. Some free online privacy-oriented email providers, such as <https://protonmail.com> allow you to create numerous single-use email addresses. Another being <https://mailinator.com>.



Avoiding Junk/Spam Emails

Use Different Email Addresses (3)

- Email accounts are easy to set up and there's no limit to how many you can have. Rather than slowing down communication and processes, having more than one email address can actually speed them up.
- If one gets compromised then don't be afraid to discard it and generate a new one.



Avoiding Junk/Spam Emails

Spam Filters

- Email spam filters are specific types of software designed to analyze messages before they enter your inbox.
- These programs can work as part of your inbox, or as an independent program hosted in the cloud or on your device.
- Spam filtering software scans the sender's address, subject line, attachments, and body of the email to determine if a message is "safe" or "suspicious."
- Based on what it finds, your email spam filter will assign each message with a spam score.
- A "passing" score means the message can pass on into your inbox, whereas a "failing" score sends the message into a designated junk folder.



Avoiding Junk/Spam Emails

Types of Spam Filters

Content Filter

- Content filters analyze the text inside an email and use that information to decide whether or not to mark it as spam. Email spam filters are specific types of software designed to analyze messages before they enter your inbox.

Blacklist Filters

- Blacklist email spam filters work by blocking emails from senders that have been put on a list of spammers.

Whitelist Filters

- Whitelist filters work by creating a list of email senders that you are happy to receive emails from regardless of the content.



Avoiding Junk/Spam Emails

Types of Spam Filters

Header Filters

- Header filters examine the header of an email to see if it may be coming from an illegitimate source

Rule-based Filters

- You can use a filter to set up specific rules that can be applied to all emails coming into your system.

Bayesian Filter

- A Bayesian filter can learn your preferences by examining the emails that you send to spam. It observes the content of the emails you mark as spam and then sets up rules accordingly



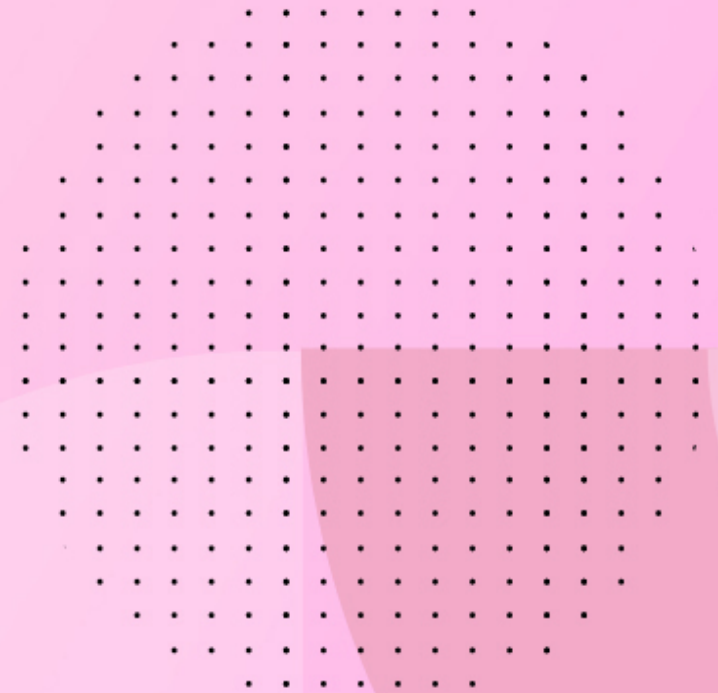
Avoiding Junk/Spam Emails

Spam Filters

- Most email clients, like Google and Microsoft, offer built-in spam filters, plus there are dozens of free and paid third-party email spam filter services out there, like MailWasher (Free A/C supports one email).
- Note: not every solution works for every type of inbox. For this reason, it's important to understand each type of email spam filter so you can choose the one best suited for your



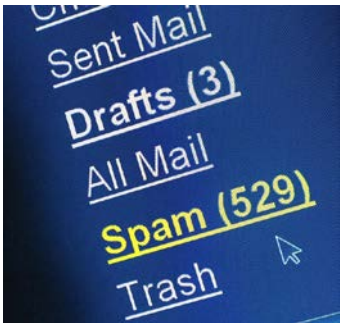
**“Have you checked
your Spam Folder?”**



Checking your Spam Folder

Spam Folder

- Is basically a catchall location in your email account that automatically collects the filtered out junk mail, or spam.
- If you never check it and delete the junk, it quickly fills up. Plus, you won't know if it filtered out important emails by accident. What is called a False Positive and is more common than you might think!
- But don't forget, not all junk email is filtered out so some can still make it to your Inbox



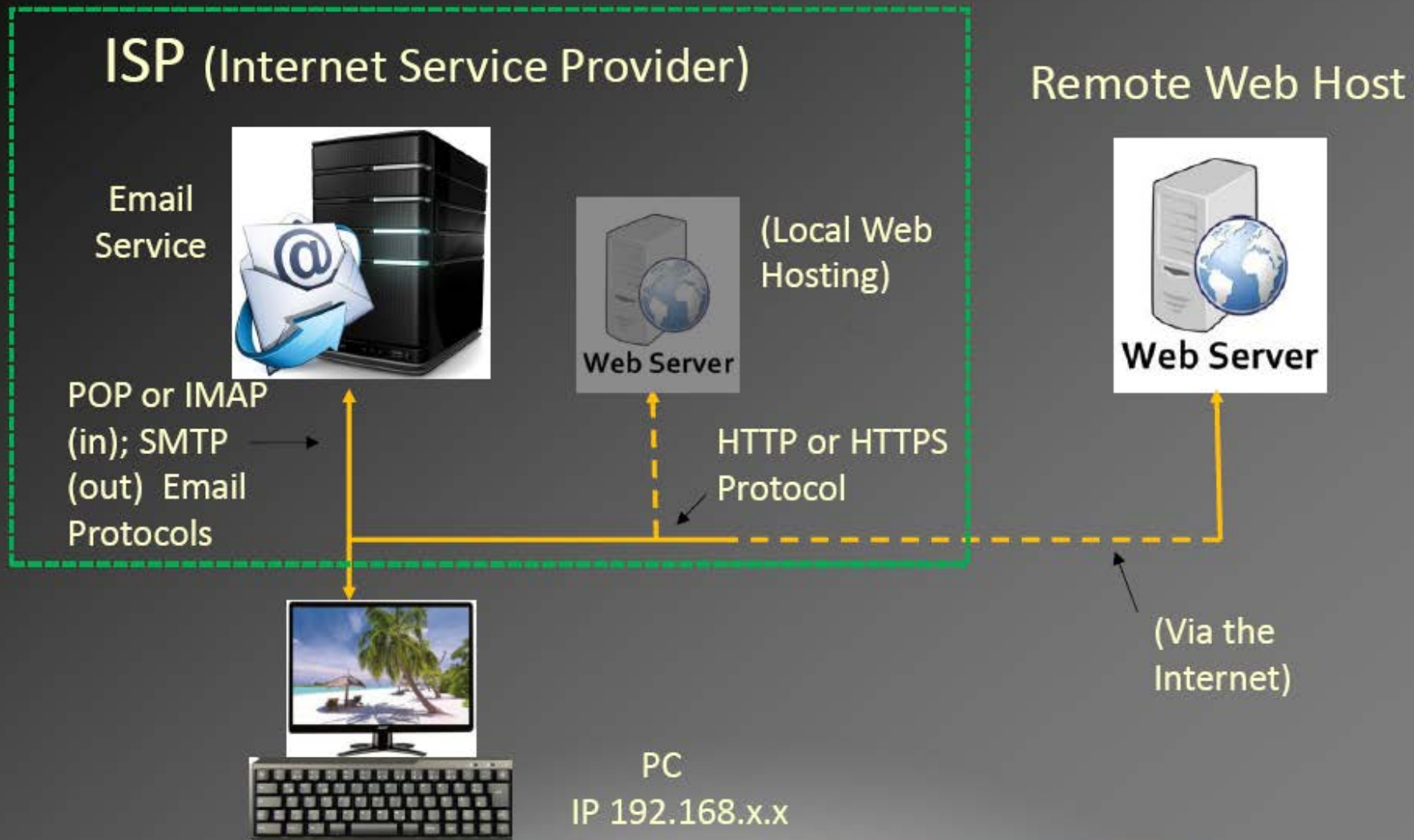
Checking your Spam Folder

Spam Folder

- The location of your spam folder depends on which email application or service provider you use.
- Email application or client would be Outlook
- Webmail is that accessed via the internet through a browser.
- All the Webmail providers accessed via a browser will have the Spam folder in very similar places.
- If you use POP3 or IMAP to download emails to a client then emails will be those after any spam filtering has been applied.



COMMUNICATION - PROTOCOLS



Checking your Spam Folder

Webmail Spam Folder

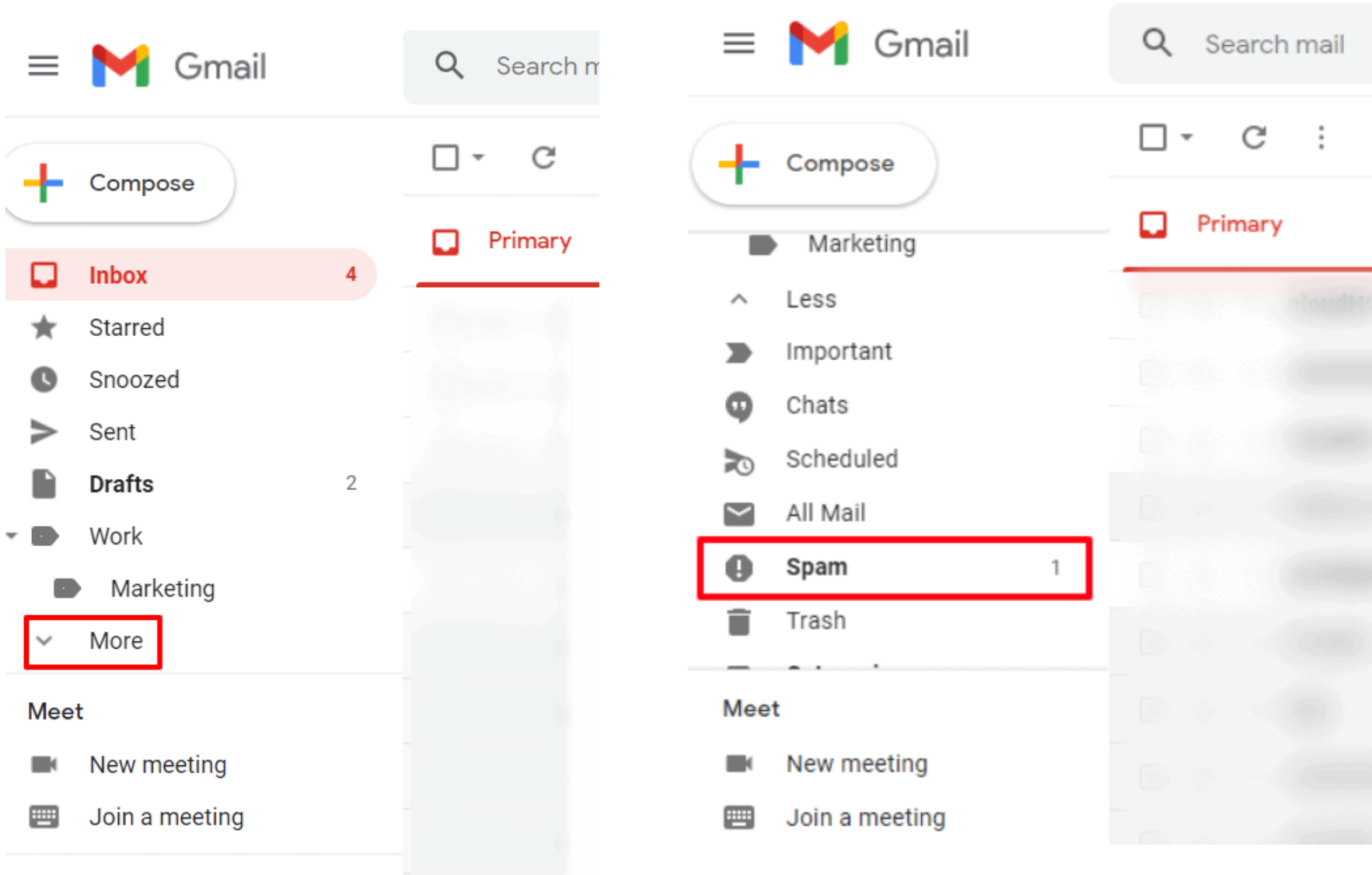
To find your spam folder in:

- **Gmail:** Scroll way down past 'all mail' and right above 'trash.'
- **Hotmail:** Beneath 'inbox,' find a category called 'folders;' the 'junk' folder should be first.
- **Outlook:** Scroll right past 'sent mail' to a folder marked 'junk.'
- **Yahoo Mail:** Click 'more' beneath your 'sent email' folder.
- **AOL Mail:** Scroll down right beneath 'IMs' and above 'trash.'



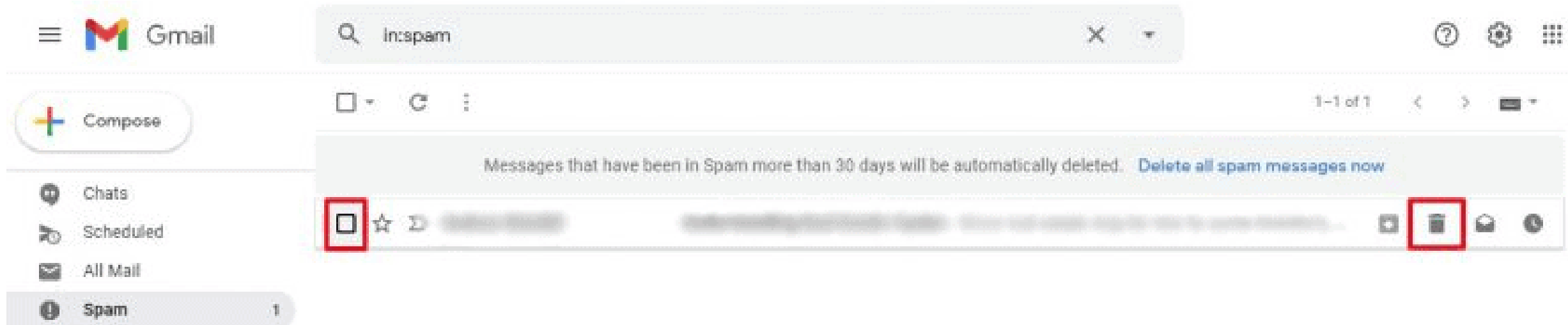
Finding Gmail's Spam Folder

Open Gmail in your browser and sign in. Navigate as below;

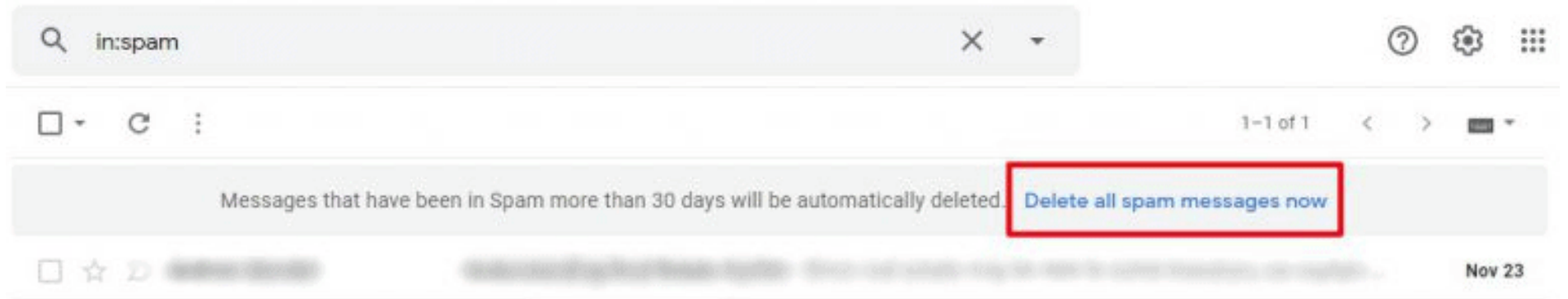


Finding Gmail's Spam Folder

To manage a Spam email, use the tick box to select.



To delete emails



Finding Gmail's Spam Folder

If you can't see the Spam folder it's hidden by default.

To make it visible then go to Settings and set it to 'Show'

Settings

General **Labels** Inbox Accounts and Import Filters and blocked addresses

System labels

Show in label list

Inbox	
Starred	show hide
Snoozed	show hide
Important	show hide
Chats	show hide
Sent	show hide
Scheduled	show hide show if unread
Drafts	show hide show if unread
All Mail	show hide
Spam	show hide show if unread
Bin	show hide



Finding Gmail's Spam Folder

To manage the email (e.g. Block it or put it to Spam)

Do you like your Email signature? Because this one will knock your socks 🧦 off > Inbox x

to me ▾

Nov 9, 2020, 3:58 AM



Hi there,

Are you losing out on business opportunities because some people don't know what you do?

Low hanging fruit is right in front of you—right in your email!

Presenting [redacted], where you'll be able to easily create an professional and informative email business signature at the end of your emails.

Here's a quick video that explains how easily it works:

Do you like your Email signature? Because this one will knock your socks 🧦 off > Inbox x

to me ▾

Nov 9, 2020, 3:58 AM



- Reply
- Forward
- Filter messages like this
- Print
- Delete this message
- Block [redacted]
- Report spam
- Report phishing
- Show original
- Translate message
- Download message

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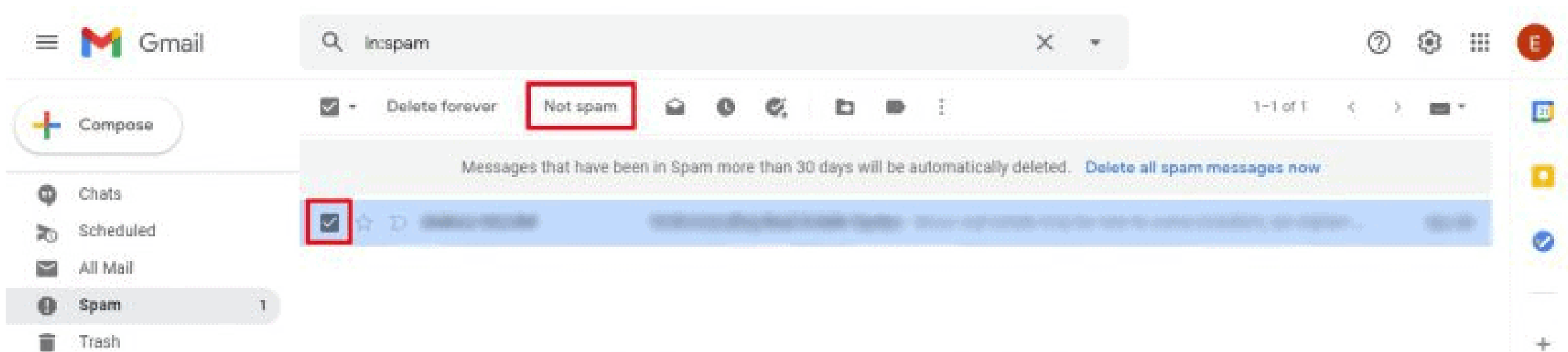
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Finding Gmail's Spam Folder

To Un-Spam the email



Checking your Spam Folder

Tips

- You could view all emails in plain text.
- If you don't want to do that, turn off the automatic viewer pane in your email client and double click the emails you want to read.
- Don't ever click on an unsubscribe link (Don't forget that a confirmed email address is worth money).
- If an email has wound up in your junk mail by mistake, mark it as safe so future emails from that email address go to your regular inbox.





The End

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