

# **CAN-SPAM Law Violated in 90% of Spam Sent This Weekend**

## **According to Audiotrieve's InBoxer Study**

BOXBOROUGH, Mass. – (**PRNEWswire**) – January 12, 2004 – CAN-SPAM, the law that was supposed to reduce clutter caused by junk email, had little effect on the nation's inboxes this weekend, according to a study completed by Audiotrieve, LLC, the makers of InBoxer antispy filters. Only 10% of all the spam analyzed contained an email address, relevant subject line, a physical address, and the unsubscribe information required by the law that went into effect on January 1.

Audiotrieve collected email messages using so-called "honey pot" accounts on January 10th and 11th. We analyzed 1000 of these junk e-mail messages. Honey-pot accounts are email accounts designed to attract spam, but are not in use by any individual. Therefore, none of the messages received by these accounts were intended to be sent to a known person.

Only 102 of the 1000 messages analyzed contained all of the information required by CAN-SPAM. While all the elements appeared in these 102 messages, Audiotrieve did not try to verify that the physical addresses were correct or whether taking the action required to unsubscribe would work. More of the contact addresses were located in Southern Florida and Orange County, California than from any other locations. The international addresses were from Vancouver, Canada, Bermuda and the West Indies. While these messages contained all kinds of pitches, none were pornographic in nature.

Physical addresses were missing from all of the remaining 898 spam messages. While about one-third had unsubscribe links, Audiotrieve advises against using them because unscrupulous spammers may use the response as confirmation that an email address is valid and will add the address to even more lists.

"Unfortunately, CAN-SPAM doesn't can spam. Companies that already act at the margins of the law seem to also ignore these new regulations," said Roger Matus, Chief Executive of Audiotrieve, the makers of InBoxer antispy filters.

A 21 day free trial of InBoxer is available from <http://www.inboxer.com>. InBoxer's costs \$27.95.

### **About Audiotrieve and InBoxer**

Audiotrieve, LLC ([www.audiotrieve.com](http://www.audiotrieve.com), [www.inboxer.com](http://www.inboxer.com)) creates products and services that sort, index and retrieve information that cannot be found easily using traditional means. InBoxer separates the email users want from the email they don't. INBOXER is a trademark and AUDIOTRIEVE is a service mark of Audiotrieve, LLC. All other marks are property of their respective owners.

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