

November 5, 2004

Chairman Deborah Platt Majoras
Federal Trade Commission
Room 440
600 Pennsylvania Ave, NW
Washington, DC 20580

Commissioner Orson Swindle
Federal Trade Commission
Room 540
600 Pennsylvania Ave, NW
Washington, DC 20580

Commissioner Thomas B. Leary
Federal Trade Commission
Room 528
600 Pennsylvania Ave, NW
Washington, DC 20580

Commissioner Pamela Jones Harbour
Federal Trade Commission
Room 326
600 Pennsylvania Ave, NW
Washington, DC 20580

Commissioner Jon D. Leibowitz
Federal Trade Commission
Room 340
600 Pennsylvania Ave, NW
Washington, DC 20580

Director Arden Bement, Jr.
National Institute of Science and Technology
100 Bureau Drive
Mail Stop 3460
Gaithersburg, MD 20899

Dear Chairman Majoras:

We applaud the Federal Trade Commission's continued leadership on anti-spam enforcement and education, and view the upcoming authentication summit as an important step forward in protecting consumers from spam. As you are well aware, spam continues to increase and remains one of the greatest sources of consumer and business

complaints. Spammers continue to find new ways to compromise the security, integrity, and viability of the Internet and e-mail, thereby undermining users' trust and confidence. As an industry, we are working together to fight this common enemy. We continue to invest heavily in innovative technologies while collaborating on enforcement actions and customer education to ensure the reliability and deliverability of legitimate e-mail.

Despite our progress, spammers have become more creative and deceptive. Fraudulent practices such as spoofing and phishing are increasingly robbing individuals of their security, privacy, and financial assets. No one company can solve this problem alone. This is why we are working together to lead the adoption of email authentication technologies, to help protect users and restore their online trust and confidence. Authentication by itself will not stop spam, but it enables a wide range of technologies and approaches beyond the content of the message based on the accreditation and reputation of the sender.

We believe that successful deployment of e-mail authentication will be achieved in phases, incorporating multiple approaches and technologies. Today there are two primary methodologies: IP-based solutions such as Sender ID Framework (SIDF) and signature-based approaches such as Yahoo's DomainKeys and Cisco's Identified Internet Mail. Both have a place in deploying authentication for email.

The comparison is fairly simple. IP-based approaches are easier to deploy while signature-based approaches show the promise of broader applicability but are early in their deployment cycle. A recommended strategy is to 1) adopt SIDF today and publish Sender Policy Framework (SPF) text records, and 2) as signature solutions mature, adopt them as well, thereby complementing SIDF to achieve a higher level of authentication.

Recognizing the complexity of effecting change in the global e-mail infrastructure, we believe there are numerous benefits of having multiple authentication techniques. By deploying both IP and signature-based solutions, we will ultimately have a more robust solution to address the ranges of platforms, user environments, and deployment requirements worldwide.

SIDF is a combination of SPF (Sender Policy Framework) and the Microsoft Caller ID for E-mail draft proposals that have evolved over the past several months, reflecting input from the IETF MARID working group and a number of industry stakeholders. SIDF has been enhanced, providing deployment flexibility, and accommodating a combination of platform, application, and licensing choices including backward compatibility to over 100,000 domains that have published SPF records. As we speak, this technology is in early deployment and shows significant promise, and therefore, businesses and ISPs should initiate the implementation of SIDF and publish their records today.

As industry leaders, we share a responsibility for protecting users from the blight of online threats. While many of us compete in the marketplace, we stand united in our fight against spam and phishing and in the support of e-mail authentication standards. We are committed to deploy the Sender ID Framework by publishing our records and

advance signing technologies such as Cisco's Identified Internet Mail and Yahoo's Domain Keys which can be rapidly deployed to meet the needs of consumers and enterprises worldwide.

For additional information to review and implement these e-mail authentication alternatives visit www.truste.org/authentication.

Sincerely,

Amazon.com Inc	Anti-Phishing Working Group (APWG)	Association for Competitive Technology (ACT)	Bank of America
Barracuda Networks	CipherTrust, Inc.	Cisco Systems, Inc	Cloudmark, Inc.
Constant Contact	Digital Impact Inc	DoubleClick Inc.	EarthLink, Inc.
eBay Inc.	Email Service Provider Coalition (ESPC)	Equifax Inc	Goodmail Systems, Inc.
Habeas Inc	IronPort Systems Inc.	MailFrontier, Inc.	Microsoft Corporation
Meng Wong	Port25 Solutions, Inc	Postini, Inc.	Return Path, Inc. / Netcreations
Scalix Corporation	Sendmail Inc	SKYLIST, Inc.	StrongMail Systems
Symantec Corporation	Teros Inc	The Global Council of CSOs	The Go Daddy Group.
The Open Group	TRUSTe	Tumbleweed Communications Corp	VeriSign Inc.

cc: Eileen Harrington