



125 Buitengracht St, #611

Cape Town, South Africa

Tel: 021 409-1453

October 16, 2006

Dear Sponsor,

Re: Proposal for sponsorship for the ISOC-ZA Spammer Bounty programme

This letter is to offer you an opportunity to sponsor a programme that we've innovated to combat spam (unsolicited emails) in South Africa.

The Internet Society of South Africa (ISOC-ZA) is a civil society organisation established in 1997 with the goal of developing the Internet society in South Africa. We work in four key areas being: public policy, education and outreach, community development and standards. Public policy is an area where we've had the most activity and directly drove and participated in the current legislation on spam.

Whilst we were hoping for stronger regulations, we understand that at the time of creation the legislation on spam was a good starting point. Now, more than four years later, we have identified an opportunity to improve outcomes and reduce spam originating from SA.

This opportunity is a result of discussions with a number of our members as well as those of the Internet Service Providers Association (ISPA). In addition, it follows global best practice in managing and reducing spam. The current co.za registry, together with key decision makers at ISPA support this programme.

One of the weaknesses in the current system is that it depends on Internet users (i.e. recipients of spam) to act on the spam that they receive. Unfortunately Internet users – and the police – are generally unaware of the laws and regulations that govern spam. This often results in a technological solution to a people problem and unfortunately does not hamper the spammer (party guilty of the criminal offence). As a result we are seeing an increase in SA-based spam.

To reduce spam in SA we are proposing to create a **Spammer Bounty Programme**. This will include

- a knowledge resource on what spam is (to the ECT Act of 2002), how to deal with it with respect to the processes to get it to court, when to report it and escalate to the police, how to manage the criminal case and investigations (including the public prosecutor),
- and a bounty (reward) to any member that successfully convicts a spammer (R7,500 for an admission of guilt fine, R15,000 for a conviction in the magistrates court and R30,000 for a conviction in the high court).

Whilst we believe that the SA Internet community will receive the greatest benefits in terms of reduced local spam (through both mechanisms of better education of the topic as well as better enforceability of the law), we are also committed to ensuring that the

sponsors obtain huge benefits from the extensive press coverage of such an exciting campaign.

Whilst this is new in SA, the concept of a bounty on spammers is not an original one. This idea has been mooted by the US government (FCC) and we expect will be used widely in various countries in the coming years.

We hope to obtain an anchor sponsor of R60,000 before we launch the program, after which we will call for further sponsorship in order to ensure that the programme remains sustainable into the future. ISOC-ZA will provide the platform and content creation for the knowledge base and we will use the sponsorship entirely for the reward(s).

Initially we require a company to support us to kick-start this process by underwriting the project. This means that if it does not suit you to donate the money to ISOC-ZA to manage, we will gladly accept your commitment to pay the winners directly (i.e. to underwrite R60k or more for the ISOC-ZA spammer bounty programme). We will ensure that all the paperwork is complete and provide you with a full report of the successful conviction and the amount to be paid to our member (R7,500, R15,000 or R30,000).

We are sharing this with various private and public companies in the community and offer this on a first come first served basis.

I do look forward to hearing from you.

Sincerely,

Alan Levin
ISOC-ZA chairperson