

Cyberoam Reveals Stark User Behaviour in Valentine Mail Survey

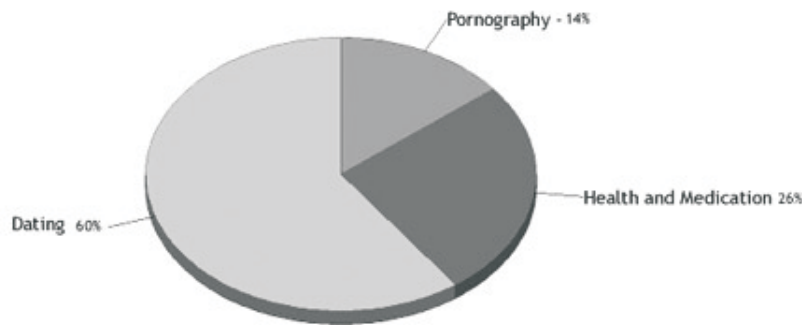
V-day emails sway users into opening Spam routinely

Cyberoam conducted a survey on user behaviour towards Valentine day Spam mails to gain an insight into the influence that such user behaviour has on the spread of V-day Malware. The data is based on analysis of the responses from diverse geographical regions across the globe and includes countries in Europe, America, Asia, Middle-east and Africa. Of the respondents, 15% were female and 84% male.

Dating Spam Leads

More than half of the e-mails, 60% approximately, were related to the subject of dating while health & medication emerged at a distant 25%. Pornography was still lower at 15%.

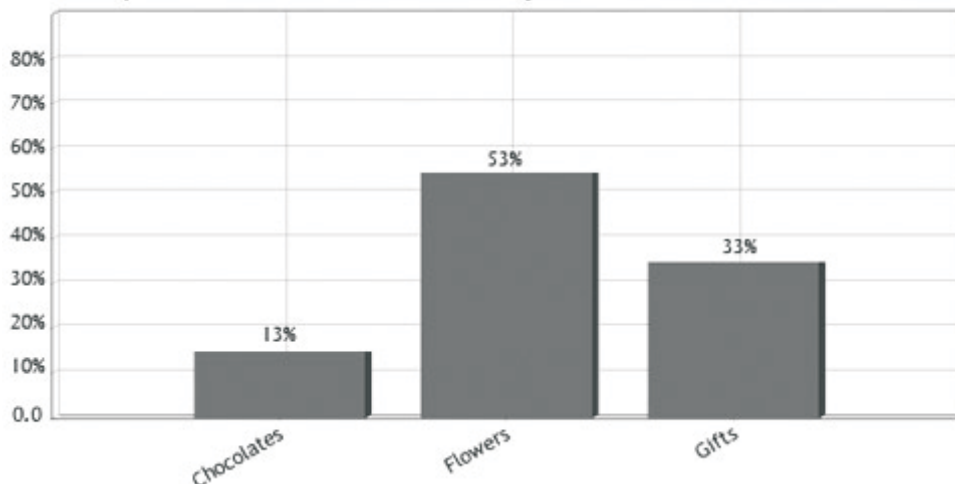
Topics of Emails received on Valentine's Day



The Free Gift Lure

Another stark revelation from the survey was that free gifts offered through V-day mails acted as a major lure as a whopping 62% of the respondents confirmed clicking on such mails and a sizeable 37% affirmed clicking open such mails even if it was from unknown sources. Similar patterns emerged among respondents regarding V-day videos, pictures.

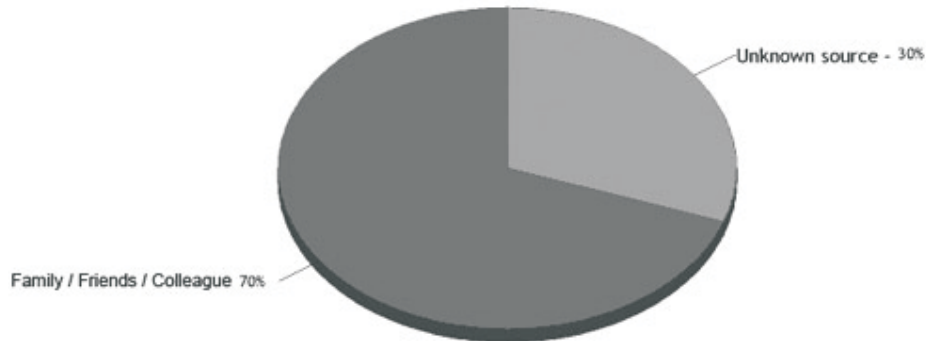
Items purchased online for Valentine's Day



It turned out that the majority of the respondents, at 53%, preferred buying flowers online while gifts and chocolates were down the preference list at 33% and 13 % respectively.

Security Risk from V-Day Spam Forwards

Would you forward these emails to a Friend, if the mail is from



A high number confirmed their intent of forwarding it to friends from known sources at 69% and from unknown sources at 37%, raising the security risk to users and organisations alike.

Security Caution

As many as 56% of the respondents confirmed that they received V-day Spam mails on their personal addresses followed by an equally high 46% of the respondents who confirmed receiving spam mails on their corporate mail addresses.

Valentine day may be past, but the same guidelines apply to all holiday and festival spam. We advise recipients and website visitors to be extremely cautious during these periods when spam fills the inboxes. The fact that a mail is from a known person does not make it a good mail the original message could be part of spam that is being forwarded.

The survey results will be integrated with Cyberoam endeavours to educate users and define the user threat quotient based on user practices which are two of its important parameters in providing protection to the network from external and internal sources.

Thank you
Team Cyberoam



Toll Free Numbers

USA : +1-877-777-0368

India : 1-800-301-00013

APAC/MEA : +1-877-777-0368

Europe : +44-808-120-3958

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