

## News Release

For Immediate Release

### Global Cyber Alliance Joins Forces with M<sup>3</sup>AAWG to Drive Industry Adoption of Cybersecurity Solutions

*San Francisco, May 4, 2016* – Global Cyber Alliance – an organization founded by the New York County District Attorney's Office, the City of London Police and the Center for Internet Security – will be collaborating with M<sup>3</sup>AAWG to push the security community to more quickly adopt concrete, quantifiable practices that can reduce online threats. The non-profit [GCA](#) has joined the Messaging, Malware and Mobile Anti-Abuse Working Group, which develops anti-abuse best practices based on the proven experience of its members, and [M<sup>3</sup>AAWG](#) has become a GCA partner for the technology sector.

“Global Cyber Alliance is pleased to partner with M<sup>3</sup>AAWG, an organization that has worked for many years on operational issues of Internet abuse. Both of us want to make a measurable difference in minimizing cyber risk, and we are confident that we can do so,” said Philip Reiting, GCA President and CEO.

Launched in September 2015, Global Cyber Alliance's mission is to confront, address and prevent malicious cyber activity and improve the security of the connected world. It identifies and prioritizes areas of systemic cyber risk concentrating on measurable achievements, and has established Cyber Security Strategic Action Centres (CSAC) in New York and London.

In a recent [announcement](#), GCA revealed that its first strategic area of concentration will be phishing with a focus on two solutions shown to be effective at combatting it: implementation of DMARC to limit spoofing of email and secure DNS practices to minimize the effect of phishing and other attacks.

M<sup>3</sup>AAWG has actively supported [DMARC](#) since its inception. It has also developed materials to help the industry fight phishing, including a video on using [DNS "response policy zones"](#) to protect against illegitimate websites, [anti-phishing best practices](#) for mailbox providers, and best practices to avoid potential problems for ["parked" domains](#) where email is not enabled.

GCA will also participate in ongoing M<sup>3</sup>AAWG work and the two M<sup>3</sup>AAWG North American general meetings and its annual European meeting. The M<sup>3</sup>AAWG 37<sup>th</sup> General Meeting will be June 13-16 in Philadelphia, Pa., U.S.A., with over 50 sessions including the co-located i2Coalition annual meeting.

M<sup>3</sup>AAWG Chairman of the Board Michael Adkins said, "The most effective best practices won't amount to much if the industry neglects them. At M<sup>3</sup>AAWG, we're able to tap into our members' experience to identify what processes are working against cyber threats around the world. Even so, it can be challenging to achieve the widespread implementation of these practices to protect the ecosystem. GCA's focus on cross-sector implementation and measurement will address some of the confusion and apathy in the industry, and will help mitigate cyber risks."

#### About Global Cyber Alliance

Global Cyber Alliance (GCA) is an international, cross-sector effort dedicated to confronting cyber risk and improving our connected world. It is a catalyst to bring communities of interest and affiliations together in an environment that sparks innovation with concrete, measureable achievements. While most efforts at addressing cyber

risk have been industry, sector, or geographically specific, GCA partners across borders and sectors. GCA's motto "Do Something. Measure It." is a direct reflection of its mission to eradicate systemic cyber risks.

GCA, a 501(c)3, was founded in September 2015 by the New York County District Attorney's Office, the City of London Police and the Center for Internet Security. Learn more at [www.globalcyberalliance.org](http://www.globalcyberalliance.org).

### **About the Messaging, Malware and Mobile Anti-Abuse Working Group (M<sup>3</sup>AAWG)**

The Messaging, Malware and Mobile Anti-Abuse Working Group (M<sup>3</sup>AAWG) is where the industry comes together to work against bots, malware, spam, viruses, denial-of-service attacks and other online exploitation. M<sup>3</sup>AAWG ([www.m3aawg.org](http://www.m3aawg.org)) members represent more than one billion mailboxes from some of the largest network operators worldwide. It leverages the depth and experience of its global membership to tackle abuse on existing networks and new emerging services through technology, collaboration and public policy. It also works to educate global policy makers on the technical and operational issues related to online abuse and messaging. Headquartered in San Francisco, Calif., M<sup>3</sup>AAWG is driven by market needs and supported by major network operators and messaging providers.

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**M<sup>3</sup>AAWG Board of Directors:** AT&T (NYSE: T); CenturyLink (NYSE: CTL); Cloudmark, Inc.; Comcast (NASDAQ: CMCSA); Cox Communications; Facebook; Google; LinkedIn (NYSE: LNKD); Mailchimp; Message Systems; Orange (NYSE: ORAN) and (Euronext: ORA); Rackspace; Return Path; SendGrid; Time Warner Cable; Vade Retro - OpenIO; Verizon Communications; and Yahoo Inc.

**M<sup>3</sup>AAWG Full Members:** 1&1 Internet AG; Adobe Systems Inc.; Agora, Inc.; AOL; Bluehost-Endurance; Campaign Monitor Pty.; Cisco Systems, Inc.; CloudFlare; Constant Contact (NASDAQ: CTCT); dotmailer; Dyn; ExactTarget, Inc.; IBM; iContact; Internet Initiative Japan (IIJ, NASDAQ: IIJI); Liberty Global; Listrak; Litmus; McAfee Inc.; Microsoft Corp.; Mimecast; Nominum, Inc.; Oracle Marketing Cloud; OVH; PayPal; Proofpoint; Spamhaus; and Symantec.

A complete member list is available at <http://www.m3aawg.org/about/roster>.