

## 4 Simple Ways To Avoid Getting An Avalanche of Spam

As you probably know already from firsthand experience, once you're on a spammer's list it's next to impossible to get off. And changing your email address can be a major inconvenience especially if you rely on it to stay in touch with important business and personal contacts.

To reduce the chances of your email address getting spammed, here are 4 simple preventative measures you can take that will go a long way in keeping spam out of your in-box.

### 1. Use a disposable email address.

If you buy products on-line or occasionally subscribe to websites that interest you, chances are you're going to get spammed.

To avoid your main e-mail address from ending up on their broadcast list, set up a free Internet email address with Hotmail or Google Mail and use it when buying or opting in to online newsletters.

### 2. Pay attention to check boxes that automatically opt you in.

Whenever you subscribe to a website or make a purchase online, be very watchful of small, pre-checked boxes that say "Yes! I want to receive offers from third party companies."

If you do not un-check the box to opt-out, your e-mail address can (and will) be sold to every online advertiser. To avoid this from happening, simply take a closer look at every online form you fill out.

### 3. Don't use your main email address on your website, web forums, or newsgroups.

Spammers have special programmes that can glean email addresses from websites without your permission. If you are posting to a web forum or newsgroup, use your disposable email address instead of your main email address.

If you want to post an email address on your home page, use "info@" and have all replies forwarded to a folder in your in-box that won't interfere with your main address.

### 4. Don't open, reply or try to opt-out of obvious spam emails.

Opening, replying to, or even clicking a bogus opt-out link in an obvious spam email signals that your email address is active, and more spam will follow.

The only time it is safe to click on the opt-out or reply to the email is when the message was sent from a company you know or do business with (for example, a company that you purchase from or a newsletter you subscribed to).

### Are You Overrun with Spam!

If you're interested in discovering how we could help your business, contact us for a free consultation. We can sit down and discuss the pros and cons, the costs, and how we can help address specific problems you are experiencing in your business.

There is absolutely no cost or obligation when you invite us into your business. If we discover that your network is just fine the way it is, we'll tell you that and won't try to sell you something you don't need.

Call me, Chris Sheerin, direct at **0141 419 9160** or e-mail me at [chris@kiteit.com](mailto:chris@kiteit.com).