

## **Chapter 13 Email, Instant Messaging and Phishing**

### **Chapter Objectives**

This chapter will discuss:

- The role email and instant messaging (IM) play in our daily work lives,
- How email has become part of regulatory compliance and legal discovery processes,
- Future trends in managing email,
- IM's prevalence among the rising generation of employees,
- Trends in IM threats,
- Suggested IM policies,
- Phishing and its definition,
- The shocking success of increasingly sophisticated phishing attacks, and
- Means and resources for combating phishers.

### **13.1 Email and Instant Messaging are Crucial but Vulnerable**

It is certainly unnecessary to explain to those reading this book the importance real-time and near real-time communication have in a modern organization's ability to function effectively. Because many who must work with each other are not able to conduct business face-to-face, and playing "phone tag" is far less of an option now because of the time constraints on operations in today's environment. Two of the means for communication, email and Instant Messaging (IM) have become targets for mischievous and criminal minds. Through clever means such as "phishing", which is discussed in this chapter, pranksters, hucksters and mobsters are finding more and more clever ways to trick the user into downloading a malignant file or clicking on a URL that will load a piece of malware on the user's machine. It is essential that both these dangers and the requirements to re-

tain documents be understood. Email will be discussed first, then IM and finally phishing and its dangers will be covered.

## **13.2 Email**

As was noted in Chapter 1, Morgan Stanley was found to be negligent in their non-production of emails demanded by investor Ron Perelman during a fraud lawsuit. To avoid this and compliance issues, such as Sarbanes-Oxley concerns, an organization should implement a system that manages email sufficiently to avoid running afoul of such requirements.

### **13.2.1 Managing Email**

One organization, Open Text (reported in Rabe, 2005), has developed an “E-mail Management Framework” to guide organizations in their meeting Email retention requirements. The framework is based on three levels:

- Storage,
- Manage, and
- Comply.

As this framework comes from a knowledge management perspective, the storage capabilities involve bringing emails from the email server to a storage device automatically, which is able to retain more emails more efficiently while maintaining the ability to find the messages in a manner which complies with archiving standards in regulated industries while allowing workers to go about their business normally.

The manage capability supports legal discovery and “structured retention management” of the organization’s emails. The capabilities are:

- “Full Text Search- Information retrieval capabilities based on a proven search engine.
- “Journaling- Journaling capabilities are coupled with a powerful records management backend, which enables centrally captured information to be used for records management purposes.
- “Retention and Disposition- Organizations need to be able to retrieve e-mail documents at a moment’s notice and manage the process of their destruction when it is legally permissible to do so. The manage layer provides the ability to control both the retention and destruction of e-mails.