

Imagine if your efforts at reducing spam help the whole world to get rid of spam! All you do is report one piece of spam and it disappears from the inbox of your friends, family and the whole MailWasher community.

Introducing FirstAlert!™ an Internet community based content filtration system to stop spam and help users fight back against spammers. The FirstAlert! System enables MailWasher Pro software users to fight back against spam in just one click!

Together We Will Rid The World Of Spam

MailWasher Pro software has a global reach with over 7 million downloads – this global network of users easily and actively reports spam to FirstAlert! administrators who verify the spam and add it to the FirstAlert! database. Once added, spam messages are transformed into a unique digital fingerprint.

MailWasher Pro software users interact with the database in real time, which means that any spam messages in the users email inbox matching a digital fingerprint are eliminated. No other FirstAlert! subscriber ever receives the same spam.

Benefits

- Capture a greater percentage of spam
- Fight back against spammers
- Regain control of your email inbox
- Put an end to unwanted email content
- Save time and reduce down –time

How FirstAlert! Works

Two separate people verify the validity of an email message. The FirstAlert! subscriber who reports the email to the database, and the FirstAlert! administrator, who decides if the email is spam, ensures that valid newsletters are not blocked for all other subscribers.

Polymorphic spam or variations on the same spam message are detected and handled correctly. Spam senders employ tactics such as slightly altering each message that is sent either by changing a word or adding unique garbled letters to the message in an attempt to trick users. FirstAlert! detects if a message is similar to one already stored in the database.

The database is monitored 24 hours a day, 7 days a week and subscribers interact with the database in real time. A worldwide system of users constantly reports new spam as it appears.

A strict definition of spam is used to eliminate the bad email but not to impinge on personal choice categories.

Database entries are grouped into categories so users can select to block a certain type of message. These categories include and are not limited to: jokes and chain letters of various types, spam of various types, objectionable images.

The database can be utilized by users of MailWasher Pro software users who subscribe to FirstAlert! FirstAlert! is also available to other vendors who use this facility.

Peace-of-mind is assured for businesses and people who cannot afford to lose legitimate email, but wish to reduce the amount of time wasted and false positives identified through manually filtering their email or using rules-based email filters.

Businesses and educational institutes have the power to increase productiveness of employees and students by blocking inappropriate or non-work related material to and from their users.

How does the FirstAlert!™ content filtration system affect the privacy of my messages? Before any messages can be submitted to the FirstAlert!™ database, they are first anonymized to remove any information that identifies you, the user to which they were sent.

What about bandwidth? MailWasher Pro sends the digital fingerprint or hash of the message to be checked, so the actual amount of data transmitted is very small.

Why should I pay to use this system when I am freely contributing to it?

Like any service, which adds value, there is a real cost to provide a useful cutting edge service.

We provide:

- 24/7 access to a real-time spam database via high -speed servers.
- People monitor the messages so you don't miss out on important mail.
- Customer support.

We continually develop FirstAlert! so that you get the best possible spam fighting service. FirstAlert! is a mechanism to bring concerned users, including yourself, together to help fight spam. When you report spam you are helping other users of the Internet community.

How do I register to use FirstAlert!? Go to: <http://www.firetrust.com/firstalert/>



Firetrust is a privately held company, established in 2000 to provide world-class e-mail security products for business and home users. Firetrust provides solutions across the spectrum of inbox protection, including MailWasher Pro for unsolicited commercial e-mail (spam) and Benign to neutralize harmful email, which can contain viruses, worms, scripts and web bugs. The company is headquartered in Christchurch, New Zealand. To date MailWasher has had more than 7 million downloads.

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