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PromoSupport Survey Results

Thank you to all that participated in our April 2003 PromoSupport Survey! Your feedback provided us with great ideas to improve PromoSupport. A special thanks goes out to Chris Teifke of [Joe Wilde Company](#), our Blockbuster Video Giftcard winner! Chris was the first participant to take our survey.

Over 70% of our survey participants said that general web-related articles are a favorite feature of PromoSupport. To add more of this useful information, we added the new "Ask the Pro" section in May 2003. Each "Ask the Pro" article features a member of our staff offering insight on Internet and computer related topics. Read Justin Hendrickson's "Ask the Pro" article on Spyware to the right. We are excited to share our expertise, and hope you enjoy the new section!

New technology at Klein Internet is also a popular topic. The past few PromoSupports featured articles on exciting new website additions we are offering, including the self-updateable options Groopz, ePowerGuestbook and eSponse. We have also sent information via mail on Miva for self-updateable e-commerce websites. We are always exploring new technologies, and will continue to keep you informed of our latest developments and discoveries.

Many readers appreciated the variety of ways that PromoSupport is presented. In addition to the monthly PromoSupport News email, PromoSupport is available [online](#) and in a bi-annual printed version which is mailed. We will continue to present PromoSupport in all three formats.

If you have questions, comments or suggestion on PromoSupport News, please feel free to call or email promosupport@onyourmark.com. Ask the Pro questions may be submitted to askthepro@onyourmark.com.

Ask the Pro: What is Spyware?

Each month, "Ask the Pro" features a new article by our staff on internet, technology and computer related topics. So, we'd like to know-- what would you like to ask the pro? From "Where do I find travel information on the web?" to "Where can I locate an ISP?" we welcome any and all questions for this section. If you have always wondered how to find genealogy information on the web, or how to select a digital camera, this is the place to ask! Just [email](#) your questions.

This month's Pro is Justin Hendrickson, Web Development Specialist at Klein Internet. Justin offers insight into Spyware and privacy concerns that arise from this technology.

Ask the Pro: What is Spyware?

The Pro's Answer: Spyware is any type of program that collects information about a user without prior disclosure of such behavior. In essence, a program must divulge if it's gathering any information and if it doesn't, it is considered spyware. Spyware is often secretly installed with freeware, shareware, media players and other downloads on the Internet. When the user operates these programs, the spyware runs behind the scenes, logging information about the user and transferring it to the software company or a third-party.

Spyware comes in many forms and gathers widely varying amounts of information. Some spyware simply gathers usage statistics and system hardware configurations for the purpose of improving the software's performance. Other spyware programs download banner ads, consuming bandwidth and serving the banners out to other programs. These lesser forms of spyware are dwarfed by some of the more serious types, though. In their worst forms, they can track your web surfing habits and generate profiles for direct marketing, which is in turn sold off to other companies (likely junk mail companies and spammers). Additionally, these programs will hide

themselves deep within a computer, in system folders or the system registry, making them nearly impossible to remove.

Gator is a well-know spyware program. [Gator](#) is a free download which remembers passwords and form information. The program stores this information to automatically fill in online forms, saving the user the hassle of typing this information repeatedly. When installed, Gator also displays advertisements "based on the interests of the computer user as reflected by their web surfing behavior". This means that Gator watches the user's surfing and sends targeted ads based on what types of sites the user frequents.

Before downloading a program, take the time to read the company's privacy policies and user agreements. If you are unsure about a download containing spyware, you may check the program out at [SpyChecker.com](#) or [SpyWareGuide.com](#). These websites will tell you if the program is known to contain spyware. While a free download may seem to offer benefits, the consequences of spyware often outweigh the program's usefulness.

Software is also available to detect and remove spyware. Ad-Aware by [Lavasoft](#) is a type of program that can detect Spyware and remove it from your computer.



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