

## Pop-ups and Adware and Spyware, Oh My!

**Pop-up ads** are ads that “pop up” in windows while you surf the web.

**Why am I getting so many Pop-ups while I’m browsing the Internet?**

- The website that you visited has set Pop-up ads to be launched while you are on their site.
- You visited a site while surfing, and it launched pop-up windows in the background. “**Pop-unders**” pop up behind your regular browser window and aren’t immediately visible. Other Web pages trigger pop-ups when you exit.
- Some freeware software that you have installed also cause Pop-ups. “**Adware**” are designed to display pop-ups at random intervals or triggered by anything you type on a Web page.

**Adware** is software that's included with larger applications, such as games or file-sharing programs, that are free because they require you look at advertisements. The end-user license agreements for ad-supported applications clearly state that you will provide the advertisers with some statistical information in exchange for using the products. The adware embeds itself in your system Registry, and sends the URLs of Web sites you frequent back to the advertiser. This info helps advertisers better target their clients' ads.

**Spyware** installs itself on your PC along with other apps to provide advertisers with information about your Web activities, but it's without your consent. You may download software that includes spyware and never know it's there.

Unfortunately, antivirus software does little to stop spyware. It will identify and remove some Trojan horses associated with viruses, but it will not recognize those associated with free software. Firewalls can block spyware from communicating with other computers on the Internet. But antivirus apps and firewalls won't protect against all Trojans or against spyware attacks on your system registry. For these more subtle threats, you're going to need a dedicated antispware program.

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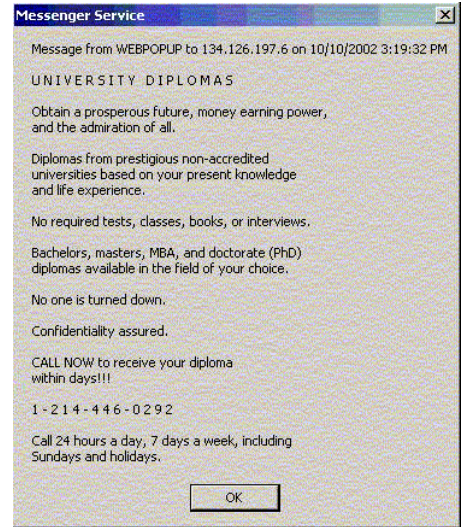
### How to Fight Back

If you surf the Web and think your machine is free of spyware, try running Spybot or the free Spy Audit on your PC. These apps check your system to see if it has any spyware on it. If you think your computer may be running “**adware**” programs that are causing Pop-ups, there are programs that can detect which program has “**adware**” embedded in it. A simple search at <http://www.download.com> for “**adware**” will list popular programs that provide this functionality.

There are products on the market designed to identify and remove such pests. [Ad-aware Standard Edition](#) and [Spybot](#) are both free. [PestPatrol 4.0](#) and the recently announced [Spy Sweeper](#) are paid services, requiring subscriptions for updates.

A list of known adware and spyware vendors and products can be found on various sites around the Internet, such as <http://www.cexx.org/adware.htm>. Instructions to disable Instant Messenger Pop Ups in Windows Messenger Service are at <http://www.itc.virginia.edu/desktop/docs/messagepopup/>

**For more information, log on to  
[www.GenesisGT.com](http://www.GenesisGT.com),  
select “Customer Care” and “FaxBYTES”.  
Let the Genesis Global Technologies specialists  
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#### What about email viruses?

Genesis' email systems caught & deleted 18,855 viruses last month! If you are hosting your email with Genesis, you never even saw them. If your email is hosted elsewhere, make sure they are scanned for viruses. Or move your email to Genesis.