The Messaging, Malware, and Mobile Anti-Abuse Working Group provides a collaborative global trusted forum that brings industry together to help fight and prevent internet online abuse.

Members
260

Founded
2004

Peer working groups across the globe

Dozens of industry partnerships

M³AAWG publishes best practices, position statements, training/educational videos and other materials to

mitigate abuse online

protect data, identity & messaging

fight malware, spam, botnets, viruses & more

PRIORITIES AND FOCUS AREAS

As online abuse threats grow more advanced, M³AAWG is proactively evolving and adapting its work to meet emerging challenges, strengthening its organizational capabilities, expanding partnerships, and continuing to foster a diverse and inclusive culture.

Communications & Content

Securing the Conversation: Preventing, detecting, filtering, and stopping abuse in the content stream.

Detecting and blocking spoofed messages, lookalike domains, and impersonation attacks.

Preventing ransomware and malicious payload delivery via phishing, QR codes, and embedded links.

Mitigating abuse of trust and reputation through deceptive sender tactics.

Addressing AI-generated spam, phishing, and other content manipulation tactics.

Defending against evasion techniques designed to bypass filters and classifiers.

Platform & Infrastructure

Hardening the Stack: Addressing where abuse originates, scales, and evades detection.

Preventing abuse through compromised accounts, infrastructure, outdated cryptography, and other service misuse.

Detecting and mitigating fraudulent identity, platform, and account misuse.

Monitoring systemic threats targeting APIs, interfaces, and backend systems.

Identifying and mitigating abuse via malicious domains, botnets, open source, and insecure devices.

Evolving authentication protocols (e.g., SPF, DKIM DMARC, & MFA) to prevent abuse

User & Endpoint

Protecting the Edge: Focusing efforts where abuse lands, impacts users, and exploits trust.

Detecting and managing abuse across encrypted, proprietary, and other user environments.

DDoS command and control, amplification, and other DNS attacks.

Phishing tactics including QR codes, push notifications, and other mobile vectors.

Spoofing and fraud through biometric, authentication, and other novel techniques.

Device-centric credential threats: SIM swapping, MFA bypass, etc.

Policy & Regulations

Applying the Expertise: Establishing policies and practices, coordinating industry actions, and leading and adapting to global policy shifts.

Aligning operations with existing and emerging data privacy and cybersecurity regulations.

Enhancing transparency and accountability through policy and compliance.

Strengthening industry response capabilities through collaborative information sharing and partnerships.

Enabling effective industry coordination on opportunities, challenges, and threats.

Developing actionable abuse reporting standards and workflows.

OUR VALUES

We Value CLARITY.

These are the core beliefs and guiding principles that shape how M³AAWG operates. It is our culture and internal compass for how we collaborate, interact with stakeholders, and direct our efforts.

C — **L** — **A** — **R** — **I** — **T** — **Y**

COLLABORATION
We are in this together as a Working group, driving real results through shared contributions and effort.

LEARNING
We invest in each other and grow by resourcing our members, communities, and partners through shared learning and support.

AWARENESS
We keep our eyes and minds open. We challenge assumptions, stay curious, and seek better solutions through inquiry, hypothesis, and a commitment to test, learn, and improve.

RESPONSIBILITY
We tackle the hard challenges with a commitment to progress, and hold ourselves accountable to solving issues which move us closer to a world free of online abuse.
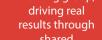
INVESTED
We show up committed and invested in our cause. We invest our time and talent to deliver on our mission.

TRUST
We trust in the community and champion trust by embedding data identity and protection principles into everything we build, ensuring integrity across people, systems, and platforms.

YOU BELONG HERE
We are committed to a community of inclusion, respect, and representation - where diverse voices are not only welcomed but vital.

M³AAWG
MESSAGING MALWARE MOBILE
ANTI-ABUSE WORKING GROUP

www.M3AAWG.org