

Anti-spam activities in Japan

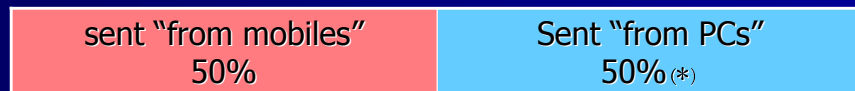
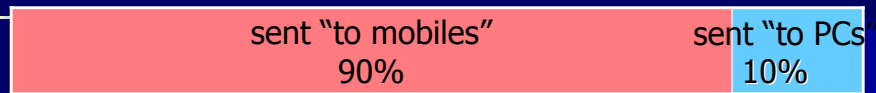
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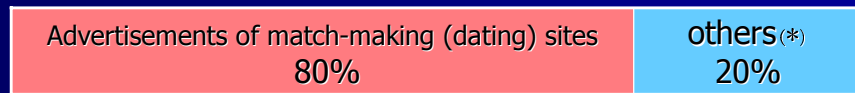
1. Characteristics of spam in Japan

(1) Media



* Due to disguised sender's name, the real rate is suspected to be higher.

(2) Content of spam



* porno, drugs, software, etc.

Source: Survey by Japan Computer Communications Association, December 2003

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2. History of spam in Japan

2001 spam "to mobiles" remarkably increased

- Becomes a social problem

2002 Two Laws were enacted

- Legislation of Anti-spam Law & Amendment of Commercial Transactions Act

2003 spam sent "from mobiles" increased

- Self-regulation by mobile operators

(. . . and decreased)

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3. Anti-spam measures (1)

～by Government～

Legislation

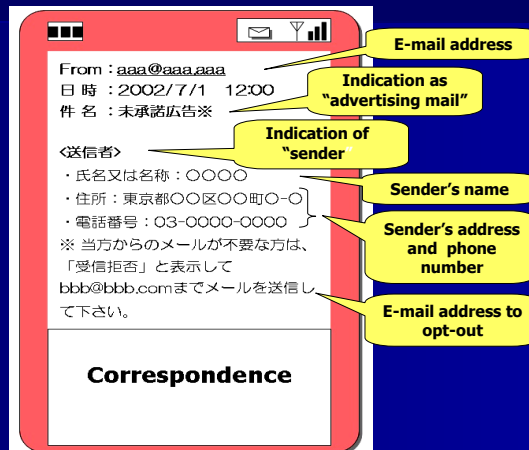
(Enacted in July 2002)

- The Law on Regulation of Transmission of Specified Electronic Mail

➡ For users and networks

- Specified Commercial Transactions Law

➡ For consumers and transactions



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Outline of “The Law on Regulation of Transmission of Specified Electronic Mail”

Opt-out

Transmission of specified electronic mails to the person who has requested not to receive them is prohibited.

Labeling

Obligations of labeling for senders of specified electronic mail

- (1) Identification as Specified electronic mail (Label “未承諾広告※”)
- (2) Sender's Name/Address
- (3) Sender's E-mail Address
- (4) Opt-out E-mail Address

Penalty

- Administrative Orders by Minister to uphold the law
- Fines up to 500,000 yen (\$5,000) assessed on failure to observe Administrative Orders

Others

- Prohibition of mail transmission utilizing any program that generates random fictitious e-mail addresses
- Telecommunications carriers are authorized not to provide a volume of e-mail transmission services if the e-mails include random fictitious addresses.

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4. Anti-spam measures (2)

~by Mobile Operators~

To spam sent "*from* Mobiles"

- (1) suspension of service for spammers
- (2) Limitation of the number of e-mails from mobiles

To spam sent "*to* Mobiles"

- (1) Domain designation service (e.g. Block e-mails sent from PC)
- (2) Free mail address - changing service
- (3) Discount rate for receiving e-mails
(400 packets free of charge per month by DoCoMo)

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Data on measures by mobile operators

Number of Suspended lines

NTT DoCoMo	2,964 as of 15 March
KDDI (au)	15,600 as of 31 January
Vodafone	1,780 as of 29 February
TUKA	116 as of 22 December
DDI Pocket	1,134 as of 16 December

Limitation of the number of e-mails sent from mobiles

NTT DoCoMo	The number of e-mails that can be sent per line in a day is limited to less than 1,000. (20 October, 2003) <ul style="list-style-type: none">• Limited to less than 200 (8 January, 2004)
KDDI (au)	Suspension of services for senders (lines) who send more than 1,000 mails a day (18 September, 2003)
Vodafone	The number of e-mails that can be sent per three hours is limited to less than 120. (22 December, 2003)
DDI Pocket	Suspension of services for senders (lines) who send more than 100 mails per 30 minutes (10 June, 2002)

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5. Anti-spam measures (3)

～by ISPs～

1. Suspension of service usage for spammers
2. Providing mail filtering services

～by E-mail marketing groups～

Making Guideline for e-mail advertisements

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6. Future Actions

1. Enforcement of Anti-spam Law

* We have to consider whether the existing anti-spam law should be amended or not and, if needed, to amend it by June 2005.

2. Promotion of self-regulatory and technical actions by ISPs and mobile operators

3. Awareness actions

*Up to now, cross-border spam is relatively little in Japan.
However, it is expected be supposed to increase in the near future!*

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