ITU Survey on Anti-Spam Legislation Worldwide

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"WSIS Thematic Meeting on Cybersecurity"
28 June – 1 July 2005

world summit
on the information society
Geneva 2003 - Tunis 2005

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Telecommunication
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What is 'Spam'?

➢ **Australia:** defined as "unsolicited commercial electronic messages" (though the word "Spam" is not specifically mentioned), judicial provisions are technologically neutral: legislation includes Email, SMS, MMS and instant messaging; while faxes and voice-to-voice telemarketing are excluded, no reference to bulk messaging - a single unsolicited commercial electronic message could be Spam.

➢ **EU:** term Spam is neither defined nor used, the term "electronic mail for the purposes of direct marketing" is used, judicial provisions are technically neutral: legislation includes Email, calling machines, faxes and SMS messages

➢ **USA:** term Spam is neither defined nor used, a FTC-definition of a "Commercial Electronic Mail Message" exists, judicial provisions not limited to Email: inclusion of mobile Spam subject to implementation (Action by the Federal Communications Commission on mobile Spam)
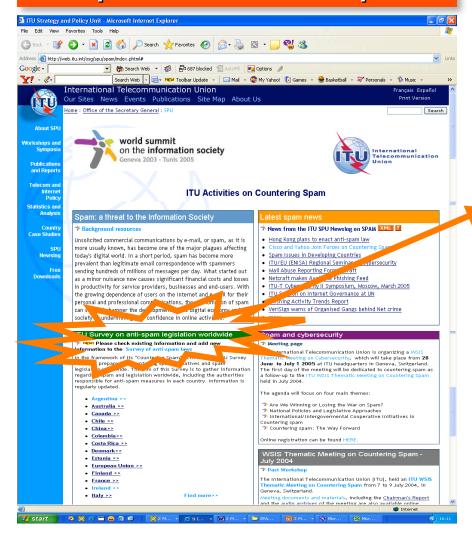
Spam makes all countries border each other

➢ December 2003: WSIS Plan of Action provides the mandate for international action against spam (paragraph C5, d)

➢ July 2004: ITU WSIS Thematic Meeting on Countering Spam

➢ April 2005: ITU in the framework of its countering spam activities conducted a **Survey on Anti-Spam Legislation Worldwide**

http://www.itu.int/spam

ITU Survey on anti-spam legislation worldwide

NEW! Please check existing information and add new information to the Survey of anti-spam laws

In the framework of its "Countering Spam" activities, an ITU Survey has been prepared on countering spam initiatives and spam legislation worldwide. The aim of this Survey is to gather information regarding spam and legislation worldwide, including the authorities responsible for anti-spam measures in each country. Information is regularly updated.

- Argentina >>
- Australia >>
- Canada >>
- Chile >>
- China >>
- Colombia >>
- Costa Rica >>
- Denmark >>
- Estonia >>
- European Union >>

Please help us in updating the ITU anti-spam survey!

We asked for….

➢ Brief description of the ongoing anti-spam **activities** and **related laws** applicable to spam in each country

➢ A list of the main **international anti-spam activities**

➢ Name and contact details of the **entity responsible** for combating spam
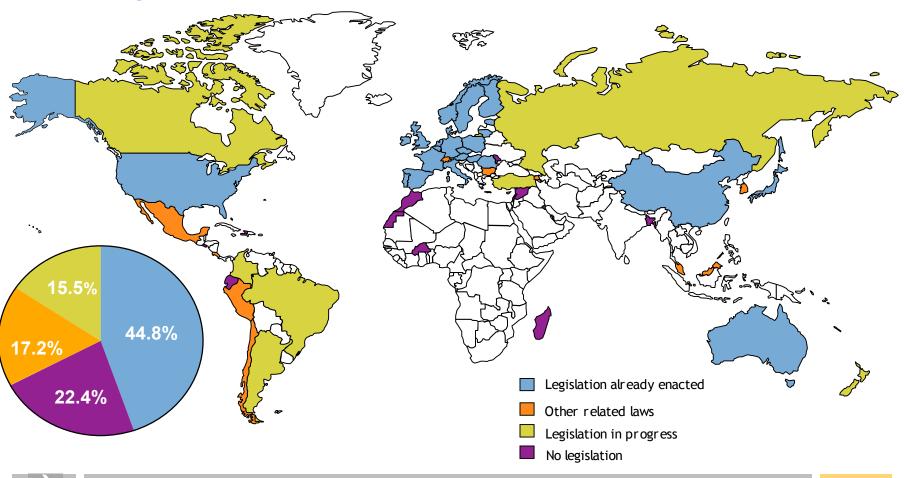
Survey Results – 58 Countries

➢ Several countries (44,8%) have **already enacted** anti-spam legislations such as Australia, US, EU, Japan

➢ Others (15,5%) are **in the progress** of creating anti-spam laws, these are e.g. New Zealand, Singapore

➢ Although some (17,2%) countries do not have **any specific** anti-spam legislation, they are using alternative laws to cope with spam issues, such as Data Protection Laws, Consumer Protection Laws, Telecommunications Act, etc. These are e.g. Malaysia, Mexico, Peru

➢ Others (22,4%) don't have **any anti-spam legislation**, or any laws applicable to spam, e.g. Burkina Faso, Lebanon

Survey results

Pie chart values:
- 44.8%
- 22.4%
- 17.2%
- 15.5%

Legend:
- Legislation already enacted
- Other related laws
- Legislation in progress
- No legislation

Emerging key legislative issues...

➢ **Types of spam covered by the various legislations**

  ➢ Wireless spam - 'Spim', spam viruses and worms – spam to diffuse viruses and spyware, spam and frauds – spam that contains deceptive or fraudulent content (i.e. 'phishing'), and 'Spit'- spam over Internet Telephony

➢ **Opt-in or opt-out**

  ➢ The consent issue: the eternal debate...

➢ **Transparency and privacy issues**

  ➢ Sender identity
  ➢ Address harvesting
  ➢ Misleading information in subject line
  ➢ Labels
  ➢ Software harvesting

Emerging key legislative issues...

➢ Enforcement

- ➢ Who may bring an action?
- ➢ There is a diversity of agencies with responsibility over spam
- ➢ These agencies have varied powers to investigate, initiate enforcement action and impose sanctions.

➢ Penalties

- ➢ The penalty options include the imposition of a civil pecuniary penalty (e.g. Australia) and the imposition of a fine or a term of imprisonment (e.g. United States)

➢ Extraterritorial application

Recent international anti-spam activities

➢ **Operation Spam Zombies**
  ➢ Federal Trade Commission and 35 government partners

➢ **Seoul-Melbourne Anti-Spam Agreement Enlarged**
  ➢ Twelve Asia-Pacific communications and Internet agencies have joined the Australian Communications Authority (ACA) and the Korean Information Security Agency (KISA) in signing a multilateral memorandum of understanding (MoU) on cooperation in countering spam

➢ **Nineteen French speaking African countries**
  ➢ CAPTEF (Conférence des administrations des postes et des télécommunications d'expression française) adopted a Declaration in the fight against spam

Conclusions

➢ **Spam is a cross-sectoral problem**, therefore different stakeholders need to be involved in different countries.

➢ **There is no unique solution** to spam. A multi-layered approach is necessary

➢ **International cooperation**, on both technical (standardization) and policy (legislation and enforcement) sides has been recognized as a key element to solving the problem.

➢ **Developing countries** are also dealing with the problem of spam, which has even more dramatic consequences on Internet access than in developed economies.

Links

➢ ITU Activities on countering spam:
  www.itu.int/spam

➢ Anti-spam laws and authorities worldwide (ongoing):
  http://www.itu.int/osg/spu/spam/law.html

➢ International Cooperation on countering spam:
  http://www.itu.int/osg/spu/spam/intcoop.html

➢ Telecom regulators network:
  http://www.itu.int/ITU-D/treg/

➢ World Summit on the Information Society:
  www.itu.int/wsis

website: www.itu.int/spam
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Thank you for your attention