

Anti-Spam Forum 2006 - How to regulate?

Community feedback on Anti-Spam legislation

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Legislative Councillor (IT)
24 March 2006



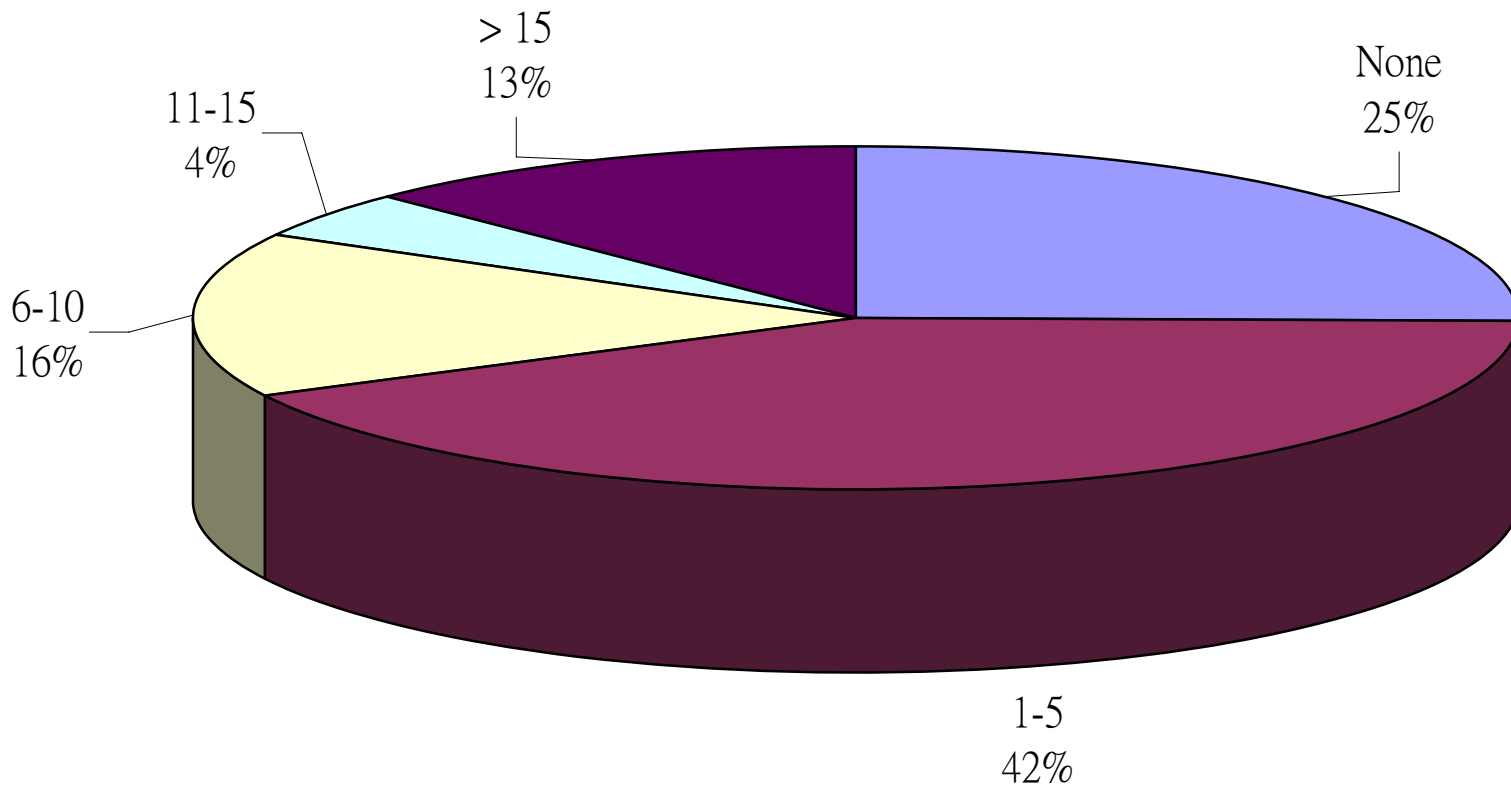
Survey on anti-UEM

- Survey period : 8 - 13 Feb 2006
- No. of phone called : 27871
- Access rate : 50.2%
- Response rate : 5.4%
- **No. of respondents : 754**



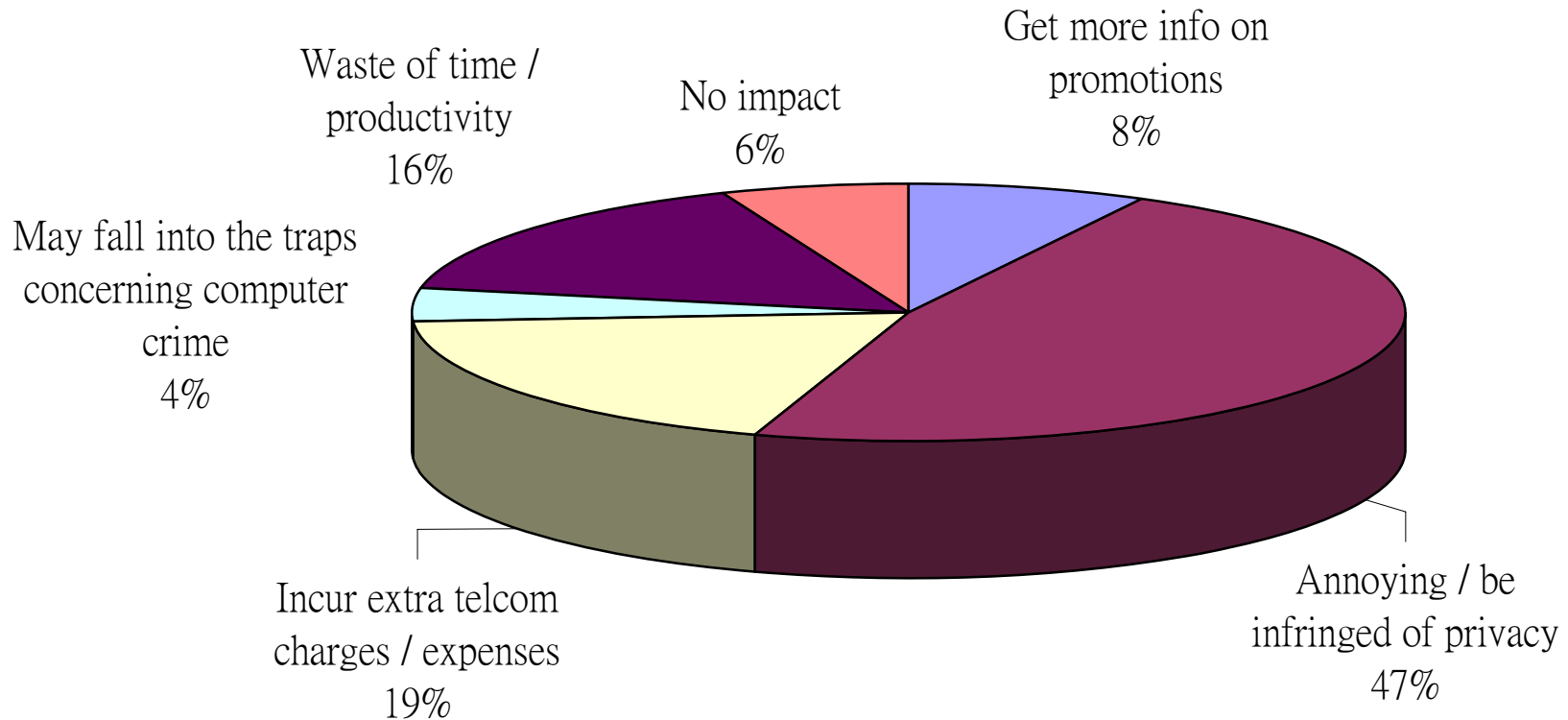
1. How many unsolicited e-messages (UEMs) had you received in the past 3 days? (e.g. email, fax, SMS, IVRS calls)

(No. of respondents =754)



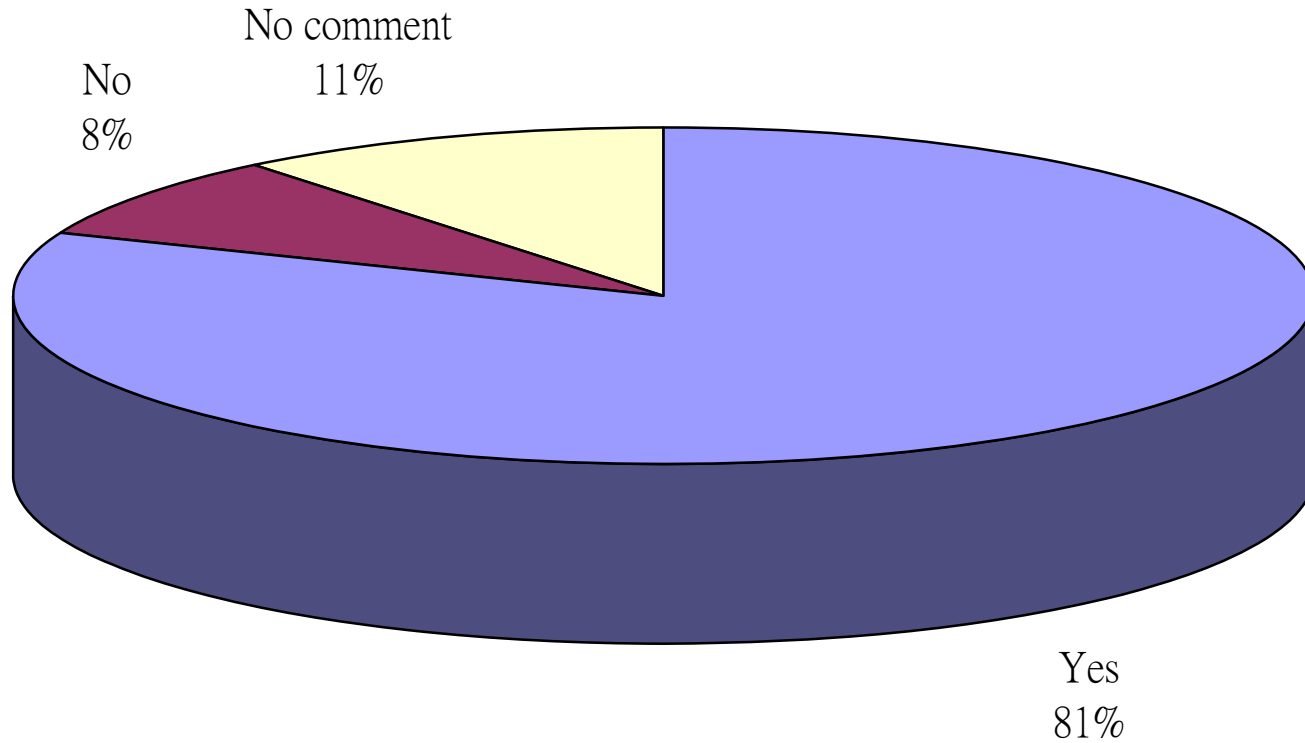
2. How do you feel when you receive such UEMs?

(No. of respondents =754)

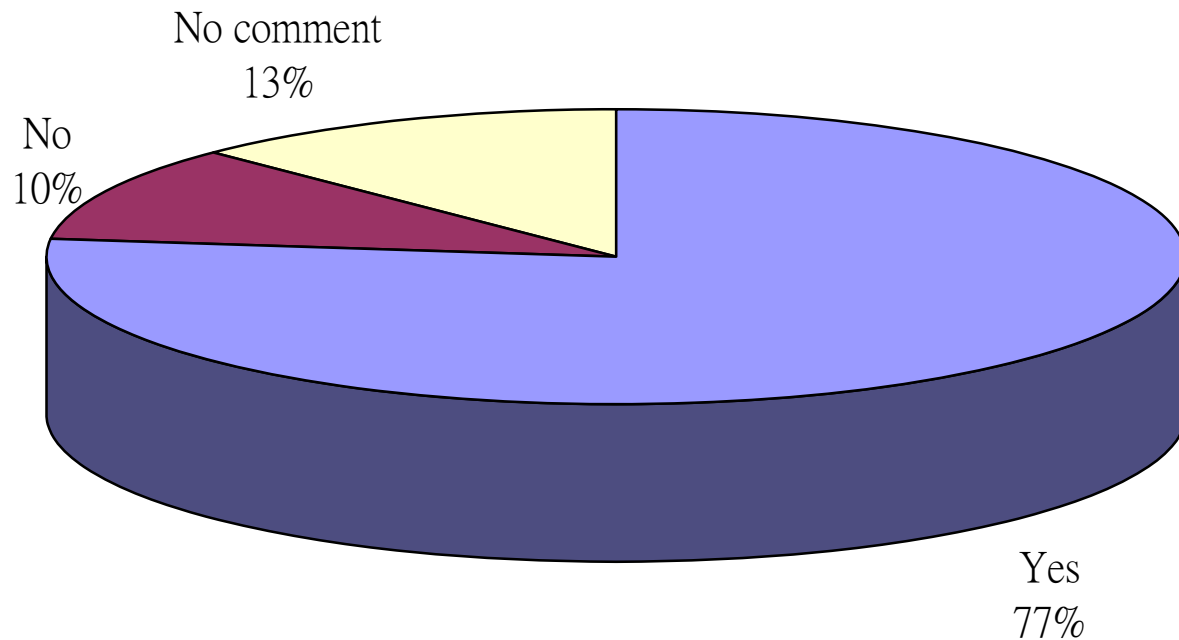


3. Do you support anti-spam legislation?

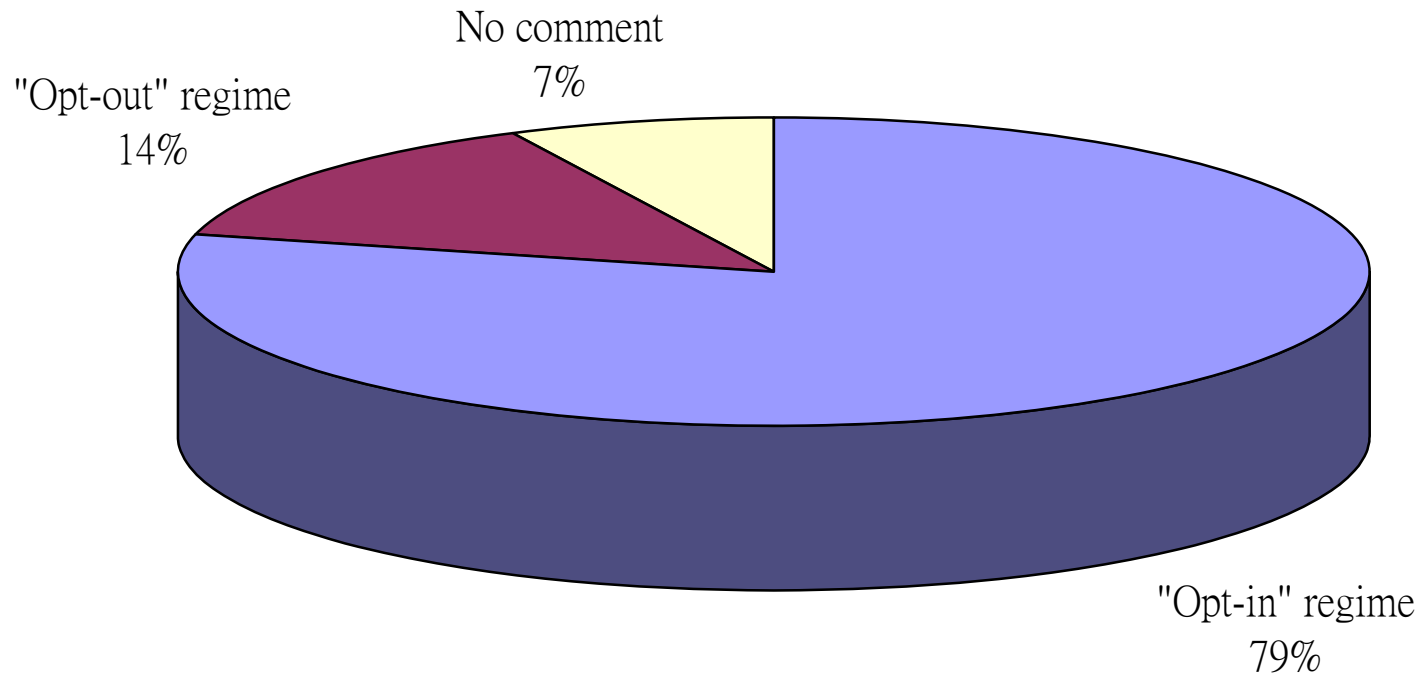
(No. of respondents =754)



3a. Do you support that only commercial e-messages shall be regulated by anti-spam law?
(No. of respondents =612)

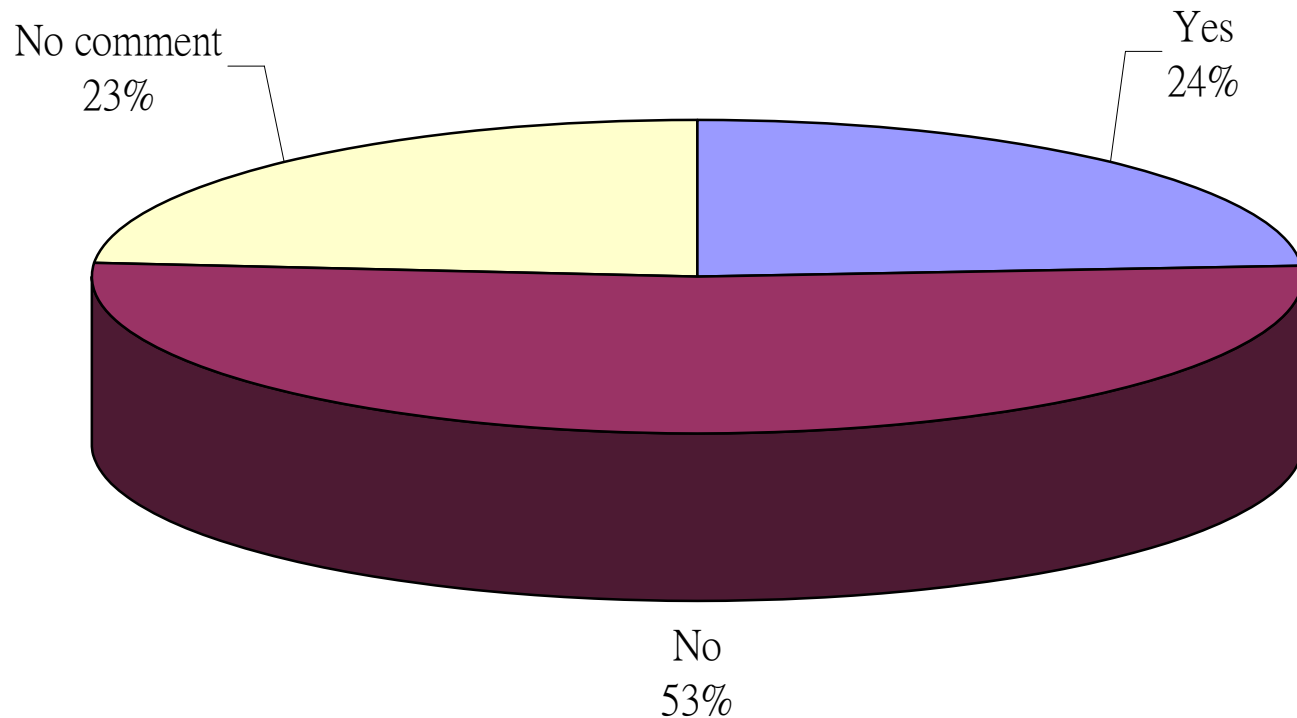


3b. Which kind of regulating model do you prefer? (No. of respondents =612)



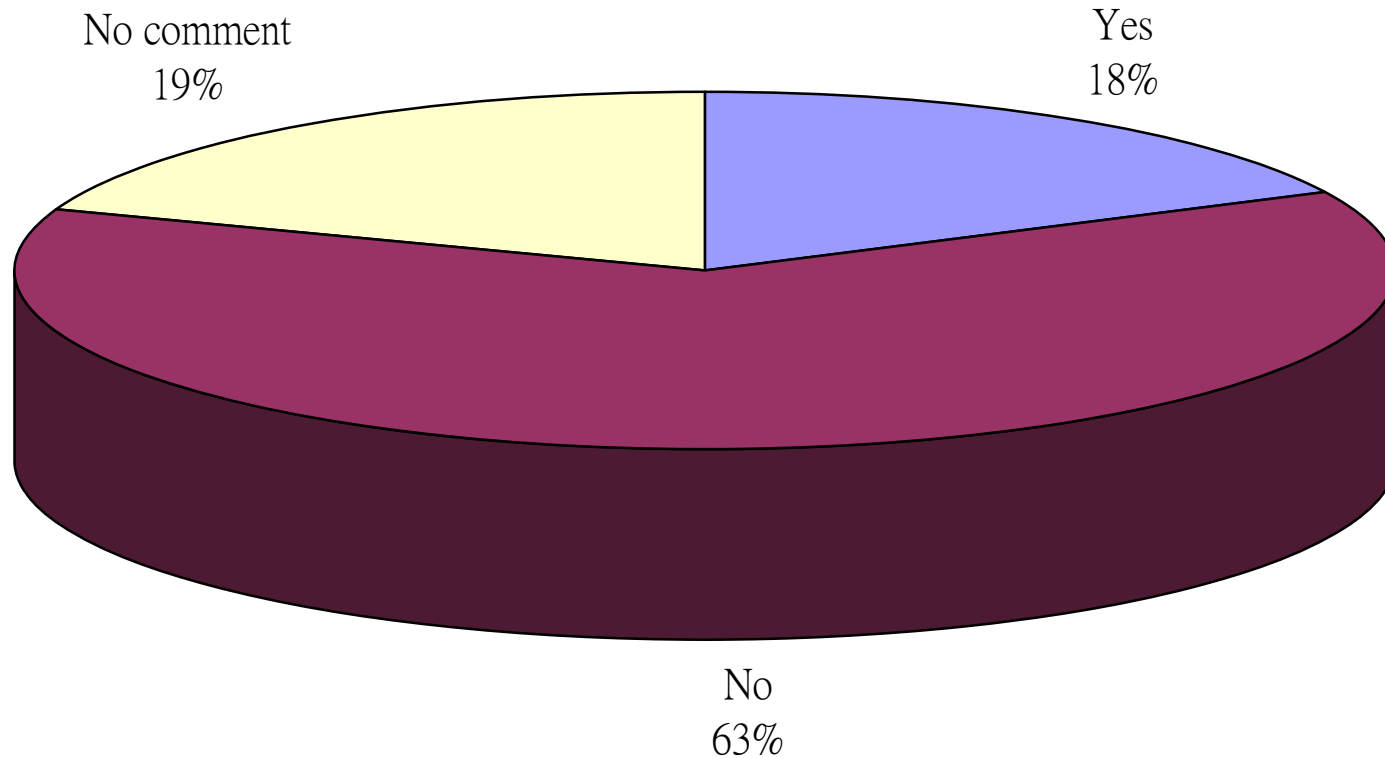
4. If an anti-spam law is introduced, do you afraid that the law may create a substantial obstacle to the business of SMEs? Such as using e-marketing as a kind of promotional channel?

(No. of respondants=754)



5. If an anti-spam law is introduced, do you afraid that the law may impair freedom of speech and free flow of information?

(No. of respondants=754)



Response to the Anti-spam bill

- The IT sector and the general public have waited for such a bill for a long time
- It's great to establish “do-not-call list” and “do-not-SMS list” . How about a “blacklist”?
- Opt-in vs Opt-out?
- The law shall draw a clear border between commercial and non-commercial e-messages. A clear exclusion list must be provided.



Thank you!

<http://www.sinchungkai.org.hk>

