



OECD Workshop on SPAM

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A Hong Kong Perspective on Spam



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Outline

- 1 Extent of spam problem in Hong Kong
- 2 Views on Legislative Approach
- 3 Regulatory Initiatives
- 4 User Education
- 5 Cooperation between OECD and non-OECD economies
- 6 Conclusion



Spam problem in HK

(i) Size of Spam Problem

- Around **50% of email** handled by ISPs in Hong Kong are spam
- **20 - 40%** from **Asian sources**
- Half of the ISPs received over **500 complaints** per month, of these, over **40%** related to spam

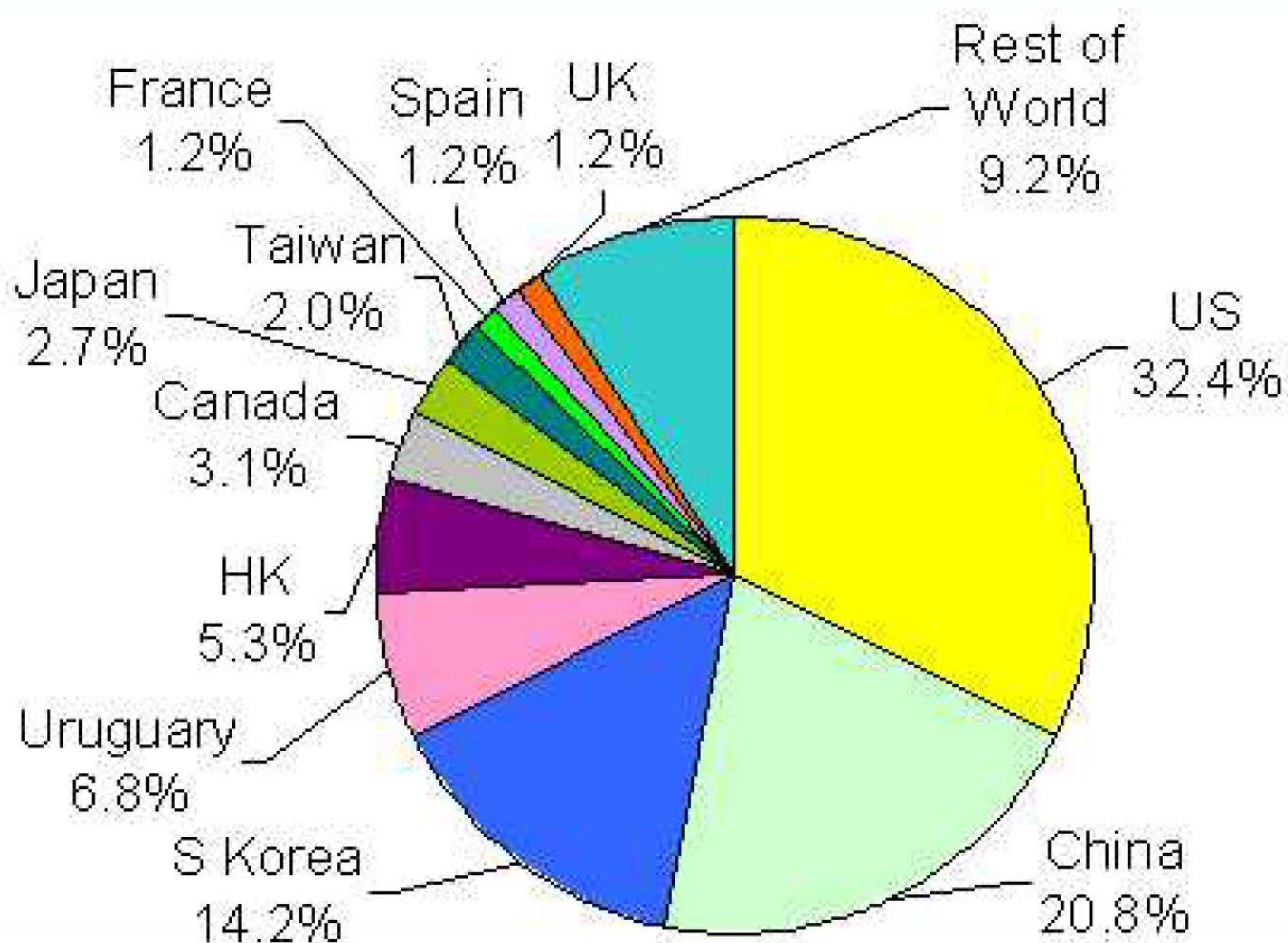
(Survey of ISP by HKISPA, 2004)



Spam problem in HK

(ii) Origin of Spam

(attacks against HK email servers in July 2004)



Spam problem in HK

(iii) Economic Impact

- Disturb Employee's **Productivity**
- Consume **IT resources**
- Expose the organization to **legal liability**
- **Corporate liability** of confidential material



Spam problem in HK

(iii) Potential Economic Impact

- Potential economic loss
 - HK\$10 billion per year
 - 100% growth per year
- Lost productivity
 - HK\$6 billion per year



Spam problem in HK

(iv) Existing Industry Solutions

Self built
blacklists

Commercial
blacklists

Rate limiting

Content
analysis

Commercial filtering
programme



Spam problem in HK

Summary of the survey result

- Spam is a major problem in Hong Kong
- Potential economic loss: HK\$10 billion per year
- All ISPs have anti-spam procedures, no consensus on the most effective method
- Most, but not all, believe legislation would help



Views on Legislative Approach

Q: Do Internet users support government regulation on unsolicited e-messages?

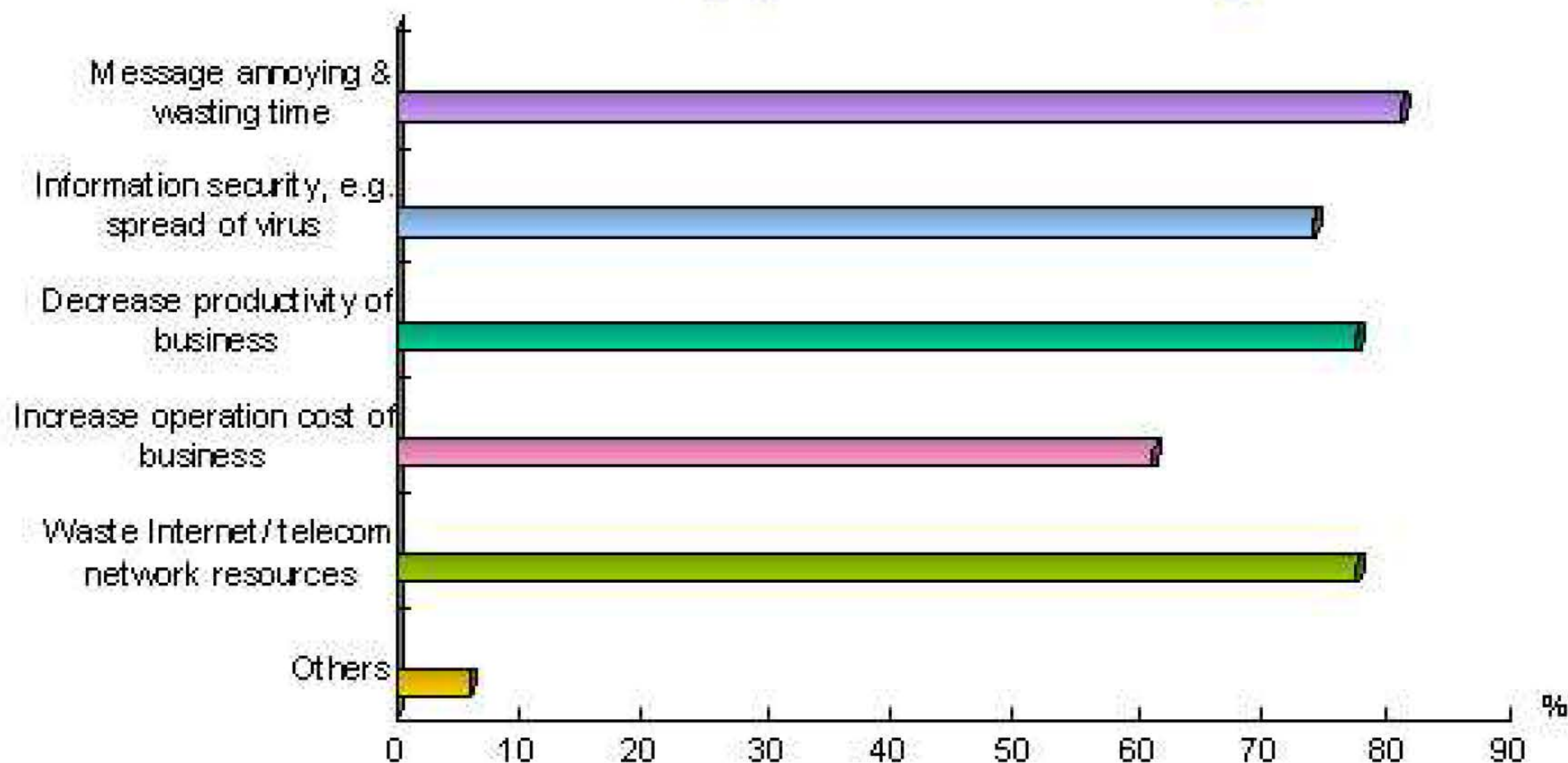


Source: a survey by a local political party



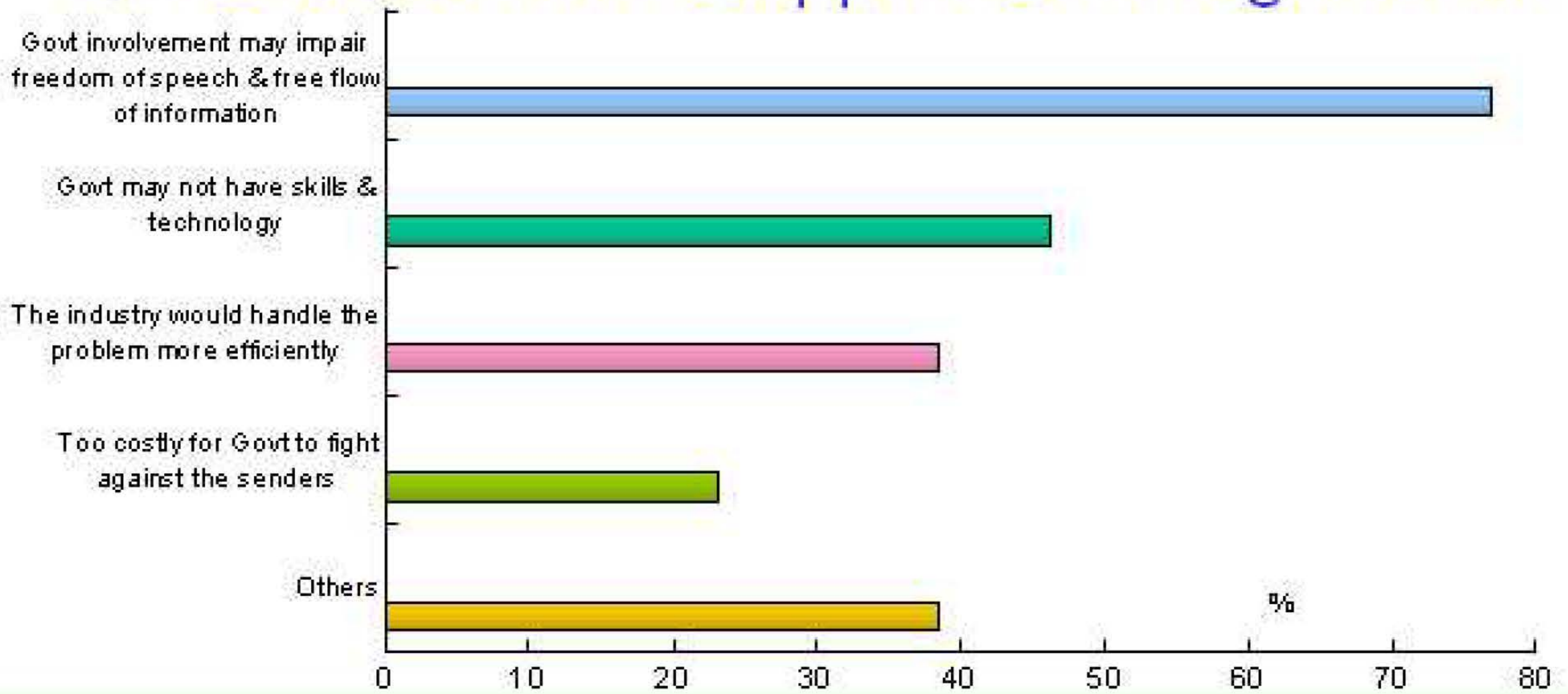
Views on Legislative Approach

Q: Reasons to support Govt regulation?



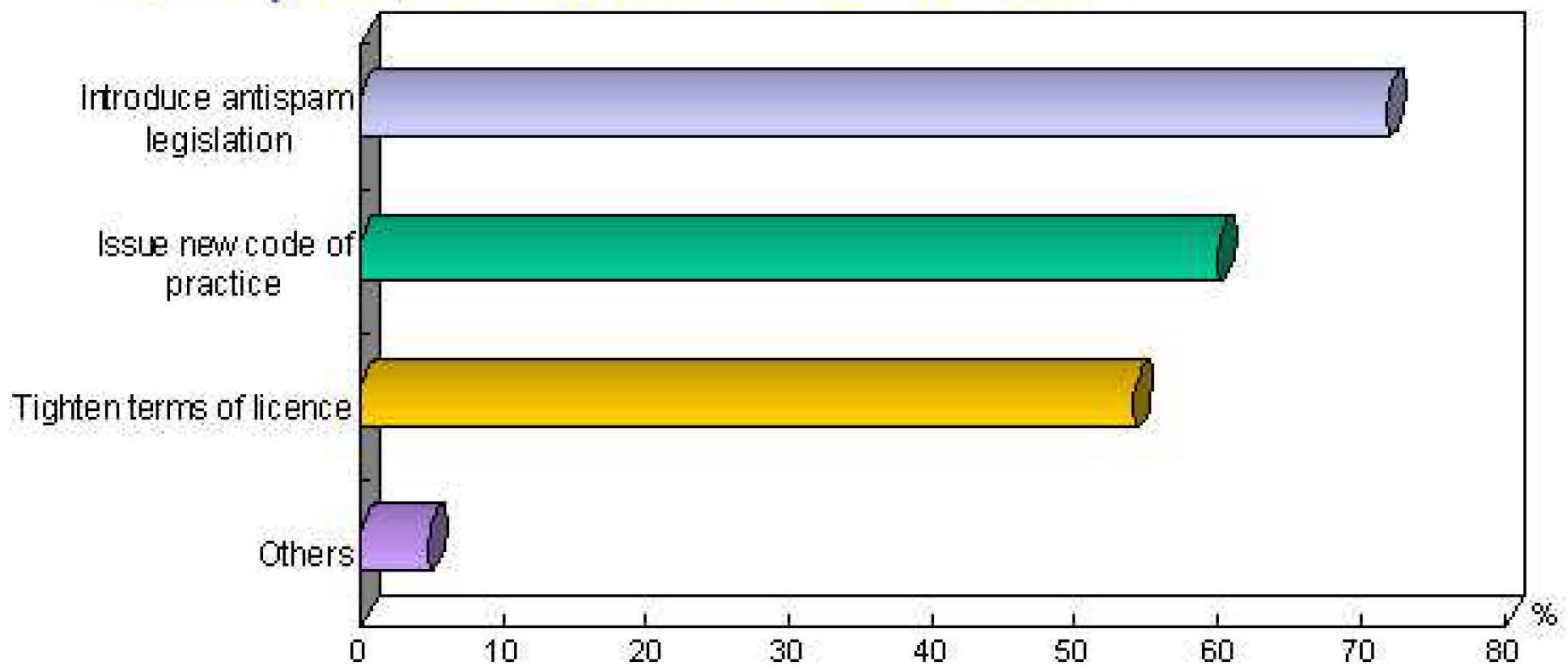
Views on Legislative Approach

Q: Reasons not to support Govt regulation?



Views on Legislative Approach

Q: If yes, on what measures?



Regulatory Initiatives

- None of the existing legislative provisions in HK could directly tackle spam
- Hong Kong SAR Government issued a **consultation paper on unsolicited electronic messages** in June 2004



Regulatory Initiatives

Possible Solutions



Regulatory Initiatives

Cooperation of industry bodies

- On existing industry self-regulation, implement **Anti-Spam Code of Practice**
- Develop better **practice guidelines** for ISPs and consumers
- Develop strategies to have Internet users **shut down open relay mail servers**
- Publish **tips** for subscribers
- Compile a **common blacklist of spammers**



User Education

Why needed?

2. Make **informed choice** on spam reduction strategies and technology
3. Better understand:
 - ◆ how to **protect private information** e.g. email address
 - ◆ their **rights** and possible **remedies**
 - ◆ the dubious nature of products or services promoted through spam



User Education

Industry

- to mount **anti-spam campaign** to heighten the **awareness** of and to provide useful **resources** to consumers

User Education

Anti-spam campaign should:

- Involve **representatives** from the industry and consumers
- Spell out the **responsibility** of the service providers and consumers
- Provide with accurate information about the **nature of spam** and the choice of **resources available** to consumers to counter the problem of spam



User Education

HK Consumer Council

- published reports in its 'CHOICE' Magazine to alert and educate consumers tackling spam problems



User Education

HKCC's Advice to Users– DOs

- Do **protect your** email address (e.g. disposable a/c)
- Do **protect others'** email addresses (e.g. 'bcc')
- Do activate email **filtering** function/ install **anti-spam softwares**
- Do be aware of **virus-infection**
- Do **report** sources of spam emails to ISPs and mail service providers



User Education

HKCC's Advice to Users – DON'Ts

- Don't join any **chain email** campaign
- Don't answer emails from **unknown sources**
- Don't click on the **link to unsubscribe** from suspicious emails (could be trap to confirm validity of receiver's email address)



Cooperation between OECD & non-OECD economies

5

Memorandum of understanding

- Like the recent agreement signed by ACCC with agencies from US and UK to prevent the global spread of spam
- Will assist governments to more effectively enforce **anti-spam laws**



Cooperation between OECD & non-OECD economies

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At multilateral level

- The HKSAR being a member of APEC, will continue to **participate actively** in the work on Spam, as endorsed at the APEC Ministerial Meeting in 2003, **for closer collaboration with OECD**



Cooperation between OECD & non-OECD economies

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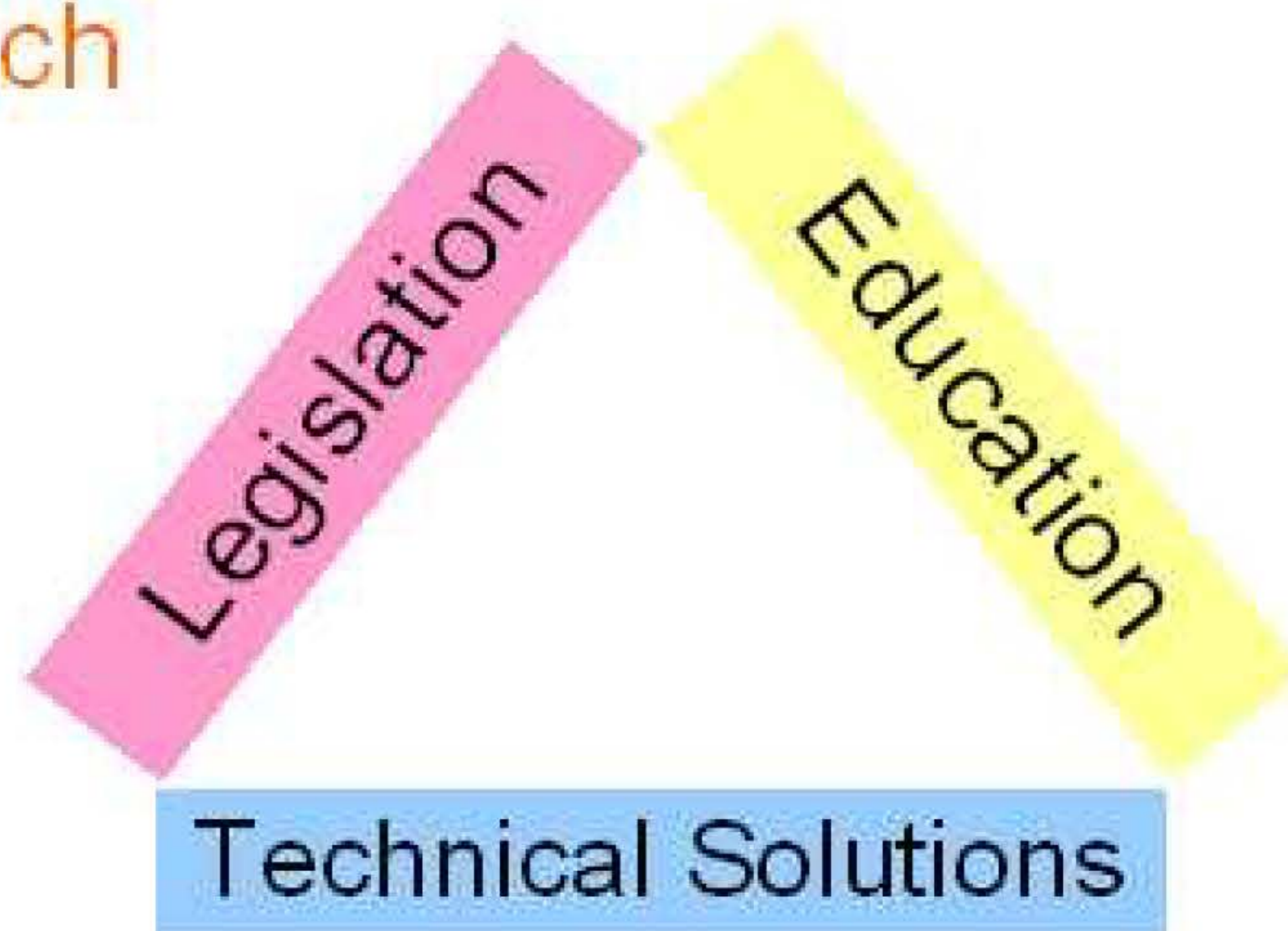
Blacklist reporting system

- A user-friendly system for the public to **report suspected spam** sources
- In conjunction with those well-known **real-time blacklists** (RBL)
- Similar to www.econsumer.gov - complaints against e-shopping



Conclusion

- Multiple approach to effectively combat spam



Conclusion

Balance between

Free flow of info & freedom of speech



Protection against SPAM

Impact on senders



Cost / nuisance to recipient



Thank You

