# SPAM Control

**Tutorial 11**

1. What is SPAM?

Unsolicited commercial electronic messages (UCE) sent via electronic mail (e-mail; ie junk mail) or mobile phones

1. To combat spam, what is the “Opt-Out” system and how is this different from the “Opt-In”. What are some of the advantages of the “Opt-Out” system?

**Opt Out:**

A distribution model of sending unsolicited e-mail and allowing the recipient to request removal

Permits sender to send unsolicited commercial e-mails to the intended recipients until such time they are asked by the recipients to stop sending.

**Opt-in :**

Sender cannot send any unsolicited commercial communications by e-mail until such time the intended recipient indicated to the sender, he is willing to receive such communication

**Advantages:**

Reduce burden on businesses in complying with regulations.

❑ Avenue for conducting legitimate businesses.

❑ Consumers enjoy free access to information

❑ Consumers enjoy option to prohibit and select information.

❑ Minimum standards/requirements in place!

1. What is the Singapore Government’s approach towards dealing with spam in Singapore?

**Idea is to introduce a multi-pronged approach to fight e-mail SPAM:**

E-advertising = Unsolicited commercial electronic messages ( UCE ) +

(a) opt-out option (functional)

(b) appropriate labelling e.g.. Advertising [ADV]

**Commercial communications exclude communications such as those between:**

Private individuals ▪ Government to citizen communications

Appeals for donations by charities/religious organization

Messages which are purely factual in nature.