TABLE OF CONTENTS

Foreword Abbreviations		
1.1	Introduction	3
1.2	Spam: Introducing the Legal Problem	7
1.3	Defining Spam	9
1.4	Spam: The Economics	12
1.5	Spam and Fundamental Rights	14
1.6	Old Legal Framework	19
1.6.1	Data Protection Directive	19
1.6.2	Distance Selling Directive	20
1.6.3	Telecommunications Privacy Directive (ISDN Directive)	20
1.6.4	E-Commerce Directive	21
1.7	Conclusions	23
Two	Article 13	25
2.1	The New Framework	27
2.2	E-Privacy Directive	29
2.3	Article 13	31
2.4	Scope I: Unsolicited Communications	33
2.5	Scope II: Direct Marketing	39
2.6	Opt-in	42
2.6.1	13(1): Prior consent	43
2.6.2	13(2): Soft opt-in	46
2.7	13(3): Other Unsolicited Communications	50
2.8	13(4): Identification	51
2.9	13(5): Users, Subscribers, Corporations	51
2.10	Conclusions	54

VIII TABLE OF CONTENTS

Three	Spam and Security	57
3.1	Introduction	59
3.2	Article 4 and the Processing of Personal Data	60
3.3	'Appropriate Technical and Organizational Measures'	64
3.4	Interpreting the Notion of 'Security'	64
3.5	4(2): Duty to Inform	65
3.6	Conclusions	66
Four	Harvesting E-mail Addresses	67
4.1	Introduction	69
4.2	Relationship Between the DPD and the E-Privacy Directive	70
4.3	Personal Data and Unlawful Processing	73
4.4	DPD Enforcement	78
4.5	Conclusions	79
Five	Implementation and Enforcement	81
5.1	Introduction	83
5.2	National Implementation Measures	85
5.2.1	France	85
5.2.2	Germany	86
5.2.3	The Netherlands	87
5.2.4	The United Kingdom	88
5.3	Position Legal Persons	90
5.4	Enforcement	91
5.4.1	Introduction	91
5.4.2	Enforcement authorities	92
5.4.3	Notification of complaints	94
5.4.4	Gathering evidence	95
5.4.5	Initiating action; remedies and sanctions	96
5.4.6	Execution	100
5.5	Conclusion	101
Six	International Co-operation and Challenges to Effective	
	Cross-border Enforcement	105
6.1	Introduction	107
6.2	European Co-operation Initiatives	108
6.3	International Co-operation Initiatives	112

TABLE OF CONTENTS	IX	Ĺ

6.4	Other Aspects of Cross-border Enforcement	115
6.5	Conclusions	117
Seven	Other Aspects of the Fight Against Spam	121
7.1	Introduction	123
7.1.1	Anti-spam technology	123
7.1.2	Filtering	124
7.2	Legal Alternatives: Tort	127
7.3	Fraud and Deception	129
7.4	Unsolicited Pornographic or Racist E-mail	130
7.5	Self-/Co-regulation	131
7.6	Consumer Awareness	131
7.7	Conclusions	132
Eight	Conclusions and Recommendations	135
8.1	Main Conclusions	137
8.2	Recommendations	142
Refere	ences	145