

25th June 2003

To: All Party Parliamentary Internet Group
APIG Secretariat
23 Palace Street
London
SW1E 5HW

Subject: **Public Inquiry on 'Spam' – Open Evidence**

Sirs,

Advscan wholeheartedly commends the intentions and purpose of the public inquiry on spam. Unsolicited commercial email is a menace to both business and individual users alike, and is undermining the usefulness of email as an emerging ubiquitous communications medium.

We understand the public inquiry will hear from a number of contributors who are expert and experienced in this field. During the proceedings, and in the wider context of the APIG work regarding spam, Advscan would draw attention to the following important considerations:

- (i) Ultimately, the most effective and comprehensive solution to the problem will lie within the email infrastructure of the Internet itself. Working groups such as the Anti-Spam Research Group (ASRG) of the Internet Engineering Task Force (IETF) are active in this arena, however it is apparent that a long-term robust solution to combat spam may involve large-scale adoption of new email methodologies and is probably a number of years away.
- (ii) Whilst regulatory and legislative approaches undoubtedly have an important role to play, they are by no means an immediate panacea to the problems of spam. Spam is an international phenomenon and worldwide a relatively small number of organisations are responsible for a large proportion. Senders of spam ignore country boundaries and are largely undeterred by regional statute. With this consideration, Advscan suggests an imperative that spam be addressed as a global problem; without widely adopted cross-border coordination, legal measures will be impaired and perhaps even unworkable.

Advscan offers its support to the All Party Parliamentary Internet Group and looks forward to an informative and constructive public inquiry on spam.

Yours faithfully,

Roy S. Walker
Chief Executive