

Country	Consumer Choice														Email Content									
	EU	EEA	APEC	EMEA	APAC	NorAm	Latin	Carib	WestEur	EastEur	Mideast	CenAsia	Mideast	Africa	S/E Asia	Opt-In	Opt-Out	Time to Honor Opt-Out	Do-not-email list	Pre-Checked Boxes	Refer-A-Friend	Subject	Body	
Andorra				o					o							Yes. Prior consent required in some situations.				Unknown	Possible			
Argentina								o								Yes. Prior written or equivalent consent required, unless: 1. Obtained from public sources w/ unrestricted access. 2. Is part of a contractual, professional or similar relationship There is no explicit anti-spam regulation in Argentina. Instead, existing data protection and case law aim to prevent its proliferation. Argentinian courts use DPA to punish spammers.	Yes. Per case law, senders must honor opt-out requests.		Every private or public database that contains personal information, whether in electronic or hard-copy format, must be registered in the DNPDP National Database Registry (the Registry). The Register is free and available to the public for consultation.	Possible	Possible			
Australia			x		o											Yes. Prior express (opt-in) consent required unless consent can be inferred from a pre-existing business relationship. Pre-checked boxes do not satisfy prior express consent.	Yes. Messages must contain a functional electronic "unsubscribe facility" that is functional for 30 days.	5 business days.		Not allowed	Possible			
Austria	x	x		o					o							Yes. For consumers: prior opt-in required, unless 1. Address acquired during a sales. 2. Marketing similar products. 3. Clear, distinct, free opportunity to opt out.	Yes. For non-consumers: always opt-out.		Yes. Per address, or by domain.	Not recommended	Brand responsible for end-recipient's prior consent, for checking against unsub list, and for providing opt-out notice	Messages must be clearly identified as advertisements.	Messages must be clearly identified as advertisements.	
Bahamas									o								Yes. By written request. Data controller must send the subject written notification of the deletion.		As soon as possible, and within 40 days.		Unclear	Possible		
Barbados									o												Unclear	Possible		

Belgium	x	x	o																	Yes Prior consent required, unless: 1. Address acquired during a sales. 2. Marketing similar products. 3. Clear, distinct, prominent, free opportunity to opt out.	Yes. Messages must contain an address for opt-out that is available electronically.				Not recommended	Brand responsible for end-recipient's prior consent, for checking against unsub list, and for providing opt-out notice	
Bermuda																				Yes. Intermediaries and e-commerce providers are prohibited from engaging in "abusive usage," which includes sending bulk unsolicited e-mails. Persons may consent to receive such e-mails. (Intermediaries have a further responsibility to prevent their services from being used to send bulk unsolicited emails, and seek unauthorized access to other peoples' systems or seek to interrupt other people's use of electronic communications, or enable others to do so.					Unclear	Possible	
Canada			o	o	o															Yes. Canada's Anti-Spam Law [REGS INCOMPLETE / NOT IN FORCE] amends PIPEDA and provides coverage for all commercial electronic communications. Canadian Radio-Television Communications Commission issued final regulations and interpretive guidance on CASL's express consent requirements. CRTC interprets 'express consent' to mean strictly opt-in/affirmative consent and specifically prohibits pre-checked boxes. CASL grants a 36 month grace period for consent obtained under PIPEDA. Otherwise, marketers will have 24 months from the enforcement date (TBD) to convert implied consent to express consent. Verbal consent is possible but senders have burden of proof of consent.	Yes. All commercial messages must contain a functional and easy to use unsubscribe mechanism.	Must be "readily performed", implying expedient or immediate processing as feasible.		Yes under PIPEDA; No under CASL	Possible		CRTC Regulations: 1) Name of the person or entity requesting consent, or the entity on whose behalf consent is being requested. 2) A statement indicating the sending relationship if the commercial message is sent on behalf of another person. E.g., Refer-A-Friend. 3) Sender's postal address plus one of the following: telephone number, emails address, or website address. 4) A statement informing the consumer that consent may be withdrawn at any time.
Chile			o	o	o																Yes. Must include valid contact address for opt-out.				Yes	Possible	
China			o	o																Yes.	Yes. Must include valid contact address for opt-out.				Not recommended	Possible	"AD", or Chinese character equivalent.

Gibraltar	o	o	o																Yes. Controller must inform consumer of right to opt-out. Opt-out must be in writing.	Within 28 days. Must notify consumer of action taken within 35 days.		Unclear		Unclear			
Greece	o	o	o																Yes. Opt-in, unless: Acquired during a sales transaction. Marketing similar products. Easy and free way to opt-out at the time of collection, and in each subsequent communication.	Yes.		Possible		Possible			
Guatemala																											
Guernsey																			Yes. For consumers: prior opt-in required, unless 1. Address acquired during a sale, 2. Marketing similar products, and 3. Clear, distinct, free opportunity to opt out.			Unclear		Possible			
Hong Kong																			Yes. Processing or transfer of PI for direct marketing requires (i) information in an easy-to-read and understandable format, (ii) a consent mechanism, and (iii) consent from the individual to the intended use or provision. Valid consent is interpreted to be express and separate from other T&Cs, meaning consumer must explicitly indicate they do not object to direct marketing and non-action by the consumer would not suffice. Oral notice and consent is acceptable for 1st party marketing only.	Yes. Messages must contain an opt out mechanism that is free, convenient, readily available, ad-free, and in Chinese and English.	10 business days		Possible		Possible		Must contain accurate sender info, including: name, address, telephone, email.
Hungary	x	x																	Yes. Express prior consent is required. Advertisers must maintain a registry of opted-in consumers.	Yes. Consent may be withdrawn, at any time, free of charge. Messages must contain a valid opt out email address.		Unclear		Unclear		Must state that it is an electronic advertisement.	
Ireland	x	x																	Yes. For consumers: prior opt-in required, unless 1. Address acquired during a sale w/in past 12 mos. 2. Marketing similar products. 3. Clear, distinct, free opportunity to opt out. B2B is opt-out			Possible		Possible			
Isle of Man																			Yes. For consumers: prior opt-in required, unless 1. Address acquired during a sale, 2. Marketing similar products, and 3. Clear, distinct, free opportunity			Unclear		Unclear		Valid opt-out e-mail address must be provided.	
Israel																			Yes. For consumers: prior opt-in required, except for pre-existing business relationship. B2B: One message allowed to solicit permission.	Yes. Must include an opt-out mechanism.		Possible		Possible		Commercial email must be labeled in the subject. Must contain contact info for the advertiser.	
Italy	x	x																	Yes. For consumers: prior opt-in required, unless 1. Address acquired during a sale. 2. Marketing similar products. 3. Clear, distinct, free opportunity to opt out.	Yes.		Not recommended		Brand responsible for end-recipient's prior consent, for checking against unsub list, and for providing opt-out notice			
Japan																			Yes. Opt-in except for: 1. preexisting business relationship 2. individuals engaged in for-profit activities whose email addresses are provisioned	Yes. Message must contain a valid opt out email address.		Not allowed		Possible		Clear indication the message is unsolicited. Must contain the sender's name, address, and email address.	

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Must contain accurate header and return-path information.	May not disguise or conceal the identity of the sender.			End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.		Law on Legal Aspects of the Services of the Information Society (Law of 11 March 2003)	http://www.privacycommission.be/en/
						Electronic Transactions Act 1999; Standard for Electronic Transactions (1999)	http://www.bermudalaws.bm/Laws/Annual%20Laws/1999/Acts/Electronic%20Transactions%20Act%201999.pdf
Must contain accurate transmission data	May not disguise or conceal the identity of the sender.	CASL requires express consent for each use of personal information, including email and phone number. Also applies to installations on a computer system, including cookies.	PIPEDA requires: fair and lawful means, with consumer's consent, and only for purposes that are stated and reasonable.	Allowed, with restrictions and express consent requirements.		Until CASL comes into force the Personal Information Protection and Electronic Documents Act (PIPEDA) is the applicable privacy law in Canada. PIPEDA offers a flexible approach to consent so long as "an opportunity to express non-agreement to an identified purpose" before a collection, use or disclosure takes place. The individual must be "clearly informed that the failure to opt out will mean that [the individuals] is consenting to the proposed use or disclosure of the information."	Canada's Anti-Spam Law (full text): http://lois-laws.justice.gc.ca/eng/AnnualStatutes/2010_23/FullText.html
		1. Collection and use require consent, and disclosure. 2. Subjects must be given access.	Sharing with third parties requires consent.			Three acts make up Chile's Consumer Protection law: ◊ Ley 19.496 ◊ Ley 19.628 ◊ Ley 19.955	http://www.sernac.cl/sernac2011/
		Harvesting, or selling harvested addresses is prohibited.				China enacted an anti-spam law in 2006. To date, we have not found a reliable English translation. The law is administered by the Ministry of Information Industry (MII), in conjunction with an industry group, the Internet Society of China (ISC). The machine translation [linked to in the Resources section of the country brief] is of marginal value. The compliance notes are gleaned from various unofficial sources, the most authoritative being the ISC web site.	http://www.gov.cn/english/2005-10/02/content_74175.htm

		Citizens have extensive rights concerning collection and use of data about them.				Colombia has no specific law governing commercial email, but the Right of Habeas Data, under the Colombian Constitution of 1991, and associated jurisprudence, gives people a right to control data about them.	http://www.secretariasenado.gov.co/senado/base/doc/ley/2008/ley_1266_2008.html
	May not disguise or conceal the identity of the sender.		Must obtain prior consent before sharing with third parties.			Law No. 8968 on the Protection of the Person concerning the Treatment of Personal Data and General Telecommunications Law (No. 8642)	Agency for the Protection of Data of the Inhabitants ("Prodhab"), within the Ministry of Justice, http://www.poder-judicial.go.cr/
				End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.		Marketing Practices Act (Act No. 1389 of 21 December 2005) Marketing Practices Act (Act No. 1389 of 21 December 2005)	http://www.datatilsynet.dk/english/
	Sender's identity must be clear.					Electronic Commerce, Electronic Signature and Data Message Law (Law 2002-67) and Executive Decree No. 3496 (modifying Law 2002-67)	
			Disclosure of personal data to a third party for the purpose of marketing (or use on behalf of a third party for marketing) is prohibited without the consumer's explicit consent. Consent may be withdrawn at any time.			Data Protection Act, 2001	Faroese Data Protection Agency, http://www.datueftirlitid.fo/default.asp?sida=2878
	May not disguise or conceal the identity of the sender.	Data collection and use is allowed unless the subject objects.		End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.		The Finnish Act on Protection of Privacy in Electronic Communications (516/2004)	http://www.tietosuojafi/1560.htm
	May not disguise or conceal the identity of the sender.	E-mail addresses collected for marketing purposes require notification at the time of collection of the planned use, and consumers have the right to object.		End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.		Law on Confidence in the Digital Economy (LECN)	http://www.cnil.fr
May not disguise or conceal the identity of the sender.	May not disguise or conceal the identity of the sender.	May use data for commercial purposes if there is no indication that the data subject would object.	PI cannot be shared with third parties for marketing purposes without the express consent of the data subject. Export of data outside of the EU requires express consent, Safe Harbor certification, or contract clauses. Use for marketing purposes may require additional disclosures and consent of the data subject.	End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.	Under the revised law, the processing and use of personal data for the purposes of selling addresses and using contact details for marketing will be permitted only if the individual has expressly consented to such use.	German Civil Code (BGB) Act Against Unfair Competition (gesetz gegen den unlauteren Wettbewerb) (UWG) Telemedia Act (TMG) Federal Data Protection Act of 2006	http://www.bfdi.bund.de/EN/Home/homepage_no_de.html

May not disguise or conceal the identity of the sender.				End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.	Data Protection Act, 2004	Data Protection Commissioner, Gibraltar Regulatory Authority, http://www.gra.gi/index.php?site=dataprotection
May not disguise or conceal the identity of the sender.				End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.	Law 2472/1997 on the Protection of Individuals with Regard to the Processing of Personal Data	http://www.dpa.gr/portal/page?_pageid=33,40911&_dad=portal&_schema=PORTAL
					Article 24 of the Constitution of the Republic of Guatemala	http://www.congreso.gob.gt/index.php
					Privacy and Electronic Communications Regulations 2003	UK Information Commissioner's Office, http://www.ico.gov.uk/
		Harvesting is prohibited. Automated email generation is prohibited.			Unsolicited Electronic Messages Ordinance 2007 CAP 593 Unsolicited Electronic Messages Regulation (CAP 593A)	http://www.cedb.gov.hk/ctb/eng/new/index.htm
Not concealed.				End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.	Act CVIII of 2001 on Electronic Commerce (as amended in 2003) Act C of 2003 on Electronic Communications	http://www.naih.hu/general-information.html
		Data retained for marketing purposes must be deleted within 40, at the request of the subject.		End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.	Data Protection Act of 1998 European Communities (Electronic Communications Networks and Services) (Data Protection and Privacy) Regulations 2003 (Statutory Instrument No. 535 of 2003) Data Protection Act of 2003 (amending Data Protection Act of 1988)	http://www.dataprotection.ie/docs/Home/4.htm
					Unsolicited Communications Order 2005; Unsolicited Communications Regulations 2005	Data Protection Supervisor, www.gov.im/odps/
					Amendment 40 to the Communications Law.	http://www.moc.gov.il/142-en/MOC.aspx
May not disguise or conceal the identity of the sender.		Data collectors must inform subjects the purpose for which the data will be used, whether providing the data is required, and any possibly 3rd party recipients of the data.		End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.	Data Protection Act of 1998 Personal Data Protection Code: Legislative Decree no. 196/2003	http://www.garantepriacy.it/garante/navig/jsp/index.jsp
		May not send to randomly, or automatically generated email addresses.		No sending blank or disguised emails. May not send emails purportedly from a friend of the recipient.	Act of regulation of Transmission of Specified Electronic Mail 2002, and 2008 amendments.	http://www.soumu.go.jp/english/

						Data Protection (Jersey) Law 2005	Office of the Data Protection Commissioner, http://www.dataprotection.gov.je/cms/default.htm
						The Law of the Kyrgyz Republic on Personal Data	
						None.	Ministry of Economy and Trade, http://www.economy.gov.lb/index.php/home/2
May not disguise or conceal the identity of the sender.	May not disguise or conceal the identity of the sender.		PI cannot be shared with third parties for marketing purposes without the express consent of the data subject. Export of data outside of the EU requires express consent, Safe Harbor certification, or contract clauses. Use for marketing purposes may require additional disclosures and consent of the data subject.	Consent is needed for the use of cookies unless the cookie is strictly necessary for the provision of a service to that subscriber or user. The ECA expressly refers to the use of browser settings as a means to obtain consent. There is an express requirement for consent to be "prior" to the use of a cookie.		The law of 30 May 2005 relating to specific provisions concerning the processing of personal data and the protection of privacy in the electronic communications sector, modifying provisions 88-2 and 88-4 of the Criminal Instruction Code and modifying the DPA (the "ECA"), has implemented Article 13 of the Privacy and Electronic Communications Directive.	http://www.cnpd.public.lu/fr/legislation/droit-lux/index.html
May not disguise or conceal the identity of the sender.		Data subject must give their consent prior to the processing of personal data, with limited exceptions. Data controller must provide the data subject with: the identity of the controller; purpose of the processing; recipients; whether replies are necessary; and existence and conditions of the right to access and the right to rectify.	Limits on the right to transfer (destination must ensure adequate level of protection).				Office For Personal Data Protection, http://www.gdpd.gov.mo/en/
May not disguise or conceal the identity of the sender.	IASP contracts with customers should include provision that requires the customer to disclose the identity of the sender.					The ECA was amended on 28 July 2011 to implement the amendments to the <i>Privacy and Electronic Communications Directive</i> made by the <i>Citizens' Rights Directive</i> .	Malaysian Communications and Multimedia Commission, http://www.skmm.gov.my/index.php?c=public&v=main
						Data Protection Act 2004	Ministry of Information and Communication Technology, http://www.gov.mu/portal/site/telcomit ; Data Protection Commissioner, http://www.gov.mu/portal/site/dataprotection/menuite m.079dc52bbf696f8858c64510a0208a0c/
			Consumers may dictate that their information not be shared with third parties.		New (Jan 2013) 'Privacy Notice Guidelines' require heightened notice and opt-out requirements for cookies/beacons. Guidelines also require new/additional content to be added to privacy policies.	Mexico does not have a specific anti-SPAM law; however, recent amendments to the Federal Consumer Protection Law, in force since 2004, protect consumers from receiving unsolicited email.	http://www.profecogob.mx/english.htm

May not disguise or conceal the identity of the sender	May not disguise or conceal the identity of the sender. The name of the company — not an alias, email address as well as the postal address and/or telephone number of the advertiser should be specified in the email.		Notice is required if data is to be shared with a third party for marketing purposes.	End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.	Dutch courts ruled in 2008 that RAF is allowable when such forwarding is not incentivized, the sender does so at their own initiative, and the website does not store the recipient's address. The end-recipient must give their consent to receive any further marketing messages from the referred brand.	Telecommunications Act Personal Data Protection Act	http://www.dutchdpa.nl/
No false or misleading headers.		Harvesting and similar means are prohibited.				Unsolicited Electronic Messages Act 2007; Privacy Act 1993	http://www.dia.govt.nz/DIAwebsite.nsf
			Must not conceal or disguise sender's identity.			The Marketing Control Act Personal Data Act	http://www.forbrukerombudet.no/id/490.0
No false or misleading headers.	May not disguise or conceal the identity of the sender. The name of the company — not an alias, email address as well as the postal address and/or telephone number of the advertiser should be specified in the email.	Harvesting and similar means are prohibited.				Ley que regula el Uso del Correo Electrónico Comercial No Solicitado (Law No. 28493)	http://aplicaciones.indecopi.gob.pe/antispam/reglamento-antispam.html
		Processing of personal data is permitted only if at least one of the following conditions is met: 1) the data subject gives his or her unambiguous consent; 2) the data processing results from contractual obligations of the subject; 3) the data processing is necessary to permit the data controller to perform its lawful obligations; or 4) the data processing is necessary to protect vital interests (life, health) of the subject. Data may be stored only as long as necessary to achieve the purpose for which it was processed. The data subject may request a description of: 1) the data being processed; 2) the purpose of the processing; and 3) the potential recipients to whom the data may be disclosed. The data subject may also request information about the data controller (e.g., name and address of the controller, method of processing, source of the data, etc.).			A data subject has a right to object—in writing, orally, or any other form—to the processing of his or her data for commercial purposes.	Department of Trade and Industry Administrative Order No. 08, Series of 2006 (Prescribing Guidelines for the Protection of Personal Data in Information and Communications System in the Private Sector)	Department of Trade and Industry, http://www.dti.gov.ph/splash.php

		The processing of data is permitted only if: 1) the data subject has given his or her consent; 2) processing is necessary for the life/health of the subject, and the subject is unable to consent; 3) processing is necessary for exercising legal rights/obligations; 4) processing is necessary for a contract to which the data subject is a party; 5) processing is necessary for lawful tasks carried out in the public interest; or 6) processing is necessary for pursuing legitimate interests of the data controllers, provided the rights of the subject are not violated. When the personal data is collected, the data collector must provide: 1) its full name and address; 2) the purpose of the collection; 3) recipients of the data; 4) the data subject's right of access to the data; 5) whether the data provision by the subject of personal data is obligatory or voluntary (along with information about the legal basis for the obligation, if applicable).		End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.		Act on the Protection of Personal Data (1997); Amendments to the Act on the Protection of Personal Data (2010)	Bureau of the Inspector General for the Protection of Personal Data, http://www.giodo.gov.pl/168//en/
				End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.		2000/31/EC; Decree-Law 7/2004 (Art. 22)	http://www.cnpd.pt/english/index_en.htm
	May not disguise or conceal the identity of the sender.			End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.		Law no. 506/2004	National Supervisory Authority for Personal Data Processing, http://www.dataprotection.ro/index.jsp?page=home&lang=en
		<ul style="list-style-type: none"> Concrete, informed, conscious and confirmed consent that may be revoked at any time is required to process Personal Data. Notice is required where requested, or where Personal Data is collected from a third party. Personal Data must be processed in accordance with the purpose stated at the time of collection, in good faith. Access and Correction Rights must be provided. Must notify Roscomnadzor of intent to process Personal Data. Data must be destroyed when 	Operators and Third Parties must ensure the confidentiality of Personal Data contractually. Limited Cross-Border transfer rights (require sufficient protection).			<ul style="list-style-type: none"> Federal Law of 27 July 2006 No. 152-FZ on Personal Data Federal Law on Information, Informatization, and the Protection of Information No. 24-FZ 	Roscomnadzor, Operators and Third Parties http://pd.rsoc.ru/
						Law No. 70 of May 23, 1995 Regulating Computerized Collection of Personal Data	Guarantor of the Protection of Confidential and Personal Data
		Harvesting is prohibited.				Singapore SPAM Control Act of 2007	http://www.spamcontrol.org.sg/
		Upon request, sender must identify the source of a consumer's personal information.				Electronic Communications and Transactions Act of 2002, Section 45	http://www.gov.za/
						Act on Promotion of Information and Communication Network Utilization and Information Protection	http://www.kisa.or.kr/eng/main.jsp

	And you also must include identity information of the company who is the beneficiary of the advertising.	As a rule express consent is needed to do email marketing. There are 2 penalties systems applicable to this: the one set up in the Data Protection Law (up to 600,000€) and the one set up in the Law of Society of the information (up to 600,000€) . So for example if you don't have the consent you could potentially have 2 penalties of 50.000€. Also take into account that the consent can be revoked at any moment. Collectors must inform recipients of the intended use, and length of retention, in a clear and comprehensive manner, and give opportunity to refuse. Personal data may not be processed for purposes concerning direct marketing, if the registered person gives notice in writing to the controller of personal data that he/she opposes such processing.	Consent is needed in order to share data with third parties	End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.		Information Society Services and Electronic Commerce Act (34/2002 of 11 July) , Organic Law 15/1999 of Data Protection and Royal Decree 1720/2007 that develops the Organic Law 15/1999	https://www.agpd.es/portalwebAGPD/index-ides-idphp.php
				End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances.		Personal Data Act (Swedish Code of Statutes, SFS 1998:204) Swedish Marketing Act (Swedish Code of Statutes, SFS 1995:450) Personal Data Ordinance (Supplementary Regulations; SFS 1998:1191); 2007 Amendments to the Personal Data Act	http://www.datainspektionen.se/in-english/
						• Law No. 5809 • Ordinance on Personal Information Processing and Protection of Privacy in The Telecommunications Sector	http://www.iegm.gov.tr/Default.aspx?sayfa=anasayfa
May not disguise or conceal the identity of the sender.	May not disguise or conceal the identity of the sender.		PI cannot be shared with third parties for marketing purposes without the express consent of the data subject. Export of data outside of the EU requires express consent, Safe Harbor certification, or contract clauses. Use for marketing purposes may require additional disclosures and consent of the data subject.	End-user's informed consent is required for the use of cookies. Browser settings-based consent may not be sufficient in some circumstances but UK CIO issued guidance that Implied Consent may be applicable to most typical cookie use scenarios.		Statutory Instrument 2003 No. 2426: The Privacy and Electronic Communications (EC Directive) Regulations 2003	http://www.ico.gov.uk/
May not disguise or conceal the identity of the sender.			Consumers may dictate that their information not be shared with third parties.			Consumer and User Protection Law	

Notes

Andorra does not have a specific law dealing with commercial email. However, the Andorran Data Protection Agency and the Article 29 Data Protection Working Party interpret several provisions on Qualified Law 15/2003 as applicable to commercial email.

Argentina does not yet have a law specifically dealing with commercial email. However, section 27 of the Personal Data Protection Act gives Argentineans the right to have their data removed from commercial databases. This has been interpreted by Argentinean courts to include a right to opt-out of receiving commercial email.

Austria's SPAM law includes SMS messages.

A law regulating the collection, use, and transfer of personal information was introduced in 2005.

On December 31, 2010, the government of Bermuda completed its Public Consultation on proposed revisions to the ETA. The government is reviewing the submissions and intends to develop further recommendations.

CASL has been finalised and published along with a set of regulations from the CRTC, 1 of 2 regulators responsible for enforcement. The law has not yet come into force and is expected sometime between 2013-2014. CRTC Interpretive Guidance: <http://www.crtc.gc.ca/eng/com100/2012/r121010.htm>

[The law] Applies to Email Services Providers, where a Provider is any person in the service supply chain involved in delivering or helping users to receive e-mail.

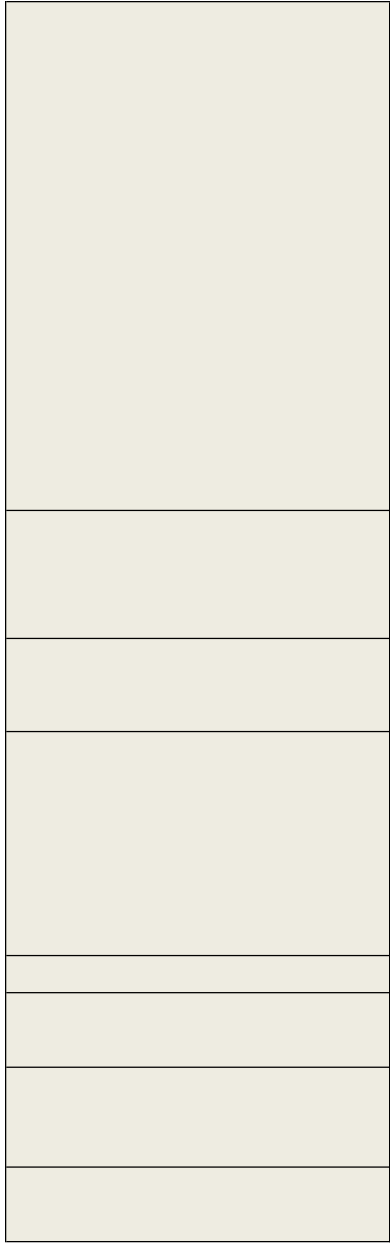
Law No. 8968 was recently published (September 2011). Regulations were due by March 2012, however, as of the date of this update, there were no regulations issued. Dataholder have one year to comply with the Costa Rica regulations, once issued.

On July 3, 2009, the Germany passed comprehensive amendments to the Federal Data Protection Act (the "Federal Act"). The revised law entered into force on September 1, 2009, and granted processors a 3 year grace period for use of existing data under the old law. Amendments cover a range of data protection-related issues, including marketing, security breach notification, service provider contracts and protections for employee data.
http://www.hunton.com/files/News/15ba78b0-431d-471e-bf4a-70cfad51e405/Presentation/NewsAttachment/f99232f3-3579-4140-822a-28aa12b1d2ff/germany_adopts_stricter_data_protection_law.pdf

Third party advertisers may be liable for violations.
Required maintenance of opt-in requests.

Since 2004, Lebanon has been drafting comprehensive legislation to address ecommerce. Included in the draft legislation are provisions addressing data security and the collection of personal data.
Malaysia's anti-spam approach focuses on self-regulation by the industry, with fallback regulatory standards administered by the Malaysian Communications and Multimedia Commission (MCMC or SKMM). In particular, Malaysia employs a four-tier regulatory approach to spam: 1) selfmanagement by recipients (this includes using anti-spam technology such as filters); 2) recipient complaints to IASPs (IASPs are responsible for curbing SPAM under the Voluntary Code); 3) Recipient complaints to the Consumer Forum of Malaysia; 4) if still unresolved, the matter is escalated to the Malaysian Communications and Multimedia Commission

Dutch DMA Code of Email Conduct



<p>*Operators may not use automatic calling systems such as fax devices, electronic mail, short messages that do not require user control as a means to</p>

