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There are some technical measures to limit the spread of spam, Yahoo and Microsoft both developed Sender Policy Framework or Domain Keys. Like many internet standards, these technical measures are more effective if there is large scale deployment.

However, currently HK Telecommunication Authority does not required ISP or email-operators to implement these technical measures. which are preventive one and are much more cost effective and efficient in fighting spams. The cost of operating these measures are smaller than law enforcement investigation. But ISPs has little incentive to deploy these standards since they will have to absorb this cost themselves. Gov should add some favor to this economic equation to achieve a win-win situations.

The consultation paper suggested criminal and civil liability for spammers but these liabilities only create more legal risk for companies and individuals in HK. Gov should take legislation as the mean and goal when regulating business activity in HK.