

Submission on UEM

Based on the proposed legislation, there will be very heavy penalties for UEM senders, and the execution of such policing will go to TA; there are 3 areas of particular concern,

1. Is there anyway that the software industry can do to minimize the cost of policing in the future execution of the law. Thereby minimizing the possibility of unwary business community members the unpleasant experience of being sued for spamming.

To make this happen, a long enough time frame should be provided so that the software providers will be able to produce software products that conforms to the new laws and software tools and processes can be tested so they will provide the informations necessary for execution of the new law in a more automated fashion.

2. How to finance the extra cost of policing in the future.

A limit of the annual budget on policing should be set so we know the future commitment of the society on this anti-UEM initiative. In fact we should build an income model from it so it can finance itself. If the action of the legislation is successful, the supply of UEM will drop, assuming the demand of such e-marketing service is increasing, chargeable price of UEM will increase, making the e-marketers highly profitable. The government should mandate all e-marketing agents to register and tender for the right to do e-marketing in Hong Kong so the income for such license and tender will be able to finance the policing of the community for UEM. The limit of policing budget will then be the income from such license income.

3. Education to the public, since a lot of the laws are very subtle, like holding 5 email accounts anonymously, the government should work with existing software providers to educate the public on the proper ways to avoid being sued for violating the new UEM law.