No spam but regulation
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It is estimated that, in a short period, half of e-mails will be unsolicited. In view of this data, there are few doubts that spam has become a social phenomena and it must be treated as such.
Societies use their legislations to regulate their members’ behaviour when this conduct endangers their working system.
Spam’s damage is clear: the invasion of privacy, content that can offend users, waste of time, occupation of resources, etc. Thus it seems inevitable to have a legislation that defines what spam is and how it must be used.
The European Union has requested its members to act consistently, and The USA is trying, for the second time, to approve anti-spam legislation.
Detractors assure that spam legislation can limit the action of the companies that send legitimate commercial bulk e-mails, such as direct marketing companies.
It will certainly be necessary to ask the legislative to make sure the law takes these differences into account. Although there are preventive measures (user education, filter technologies...), when these mechanisms aren’t enough, they must be supported by a legislation that makes them more efficient.