

Country	Opt-in	Consumer Choice	Time to Honor OO	Do-not-email list	Email Content	Body	Headers	Marker Identity	Collection Limitations	Sharing Limitations	Marketing Practices	Applicable Laws	Contact	Notes
Argentina	Yes	Yes							Consent: explicit or implied, depending on the circumstances. Right of access.	limits on international transfer.		The Personal Data Protection Act		Argentina does not yet have a law specifically dealing with commercial email. However, section 27 of the Personal Data Protection Act gives Argentinians the right to have their data removed from commercial databases. They have been interpreted by Argentinian courts to include a right to opt-out of receiving commercial email.
Australia	Yes	Yes	5 business days.				Must be accurate.	Must contain information about who authorized the sending of the message.	No harvesting. Lists containing harvested messages may not be supplied, acquired, or used.		Allowed, with restrictions. See: http://www.acmb.gov.au/WEB/STANDARD/1001/pc-PC_3105_17	SPAM Act of 2003 SPAM Regulations of 2004	The Australia Communications and Media Authority SPAM Act	
Austria	Yes	Yes		Yes	Messages must be clearly identified as advertisements.			Per address, or by domain.	Must not conceal the identity of the sender.			Sect. 107 Telekommunikationsgesetz 2003 (TKG 2003), BGG, I Nr. 70/2003 E-Commerce Act, Austrian Federal Law Gazette I No. 152/2001	http://www.dsk.gov.at/site/0248/default.aspx	Austria's SPAM law includes SMS messages.
Belgium	Yes	Yes					Must contain accurate header and return-path information.	May not disguise or conceal the identity of the sender.				Law on Legal Aspects of the Services of the Information Society (Law of 11 March 2003)	http://www.privacycommission.be/en/	
Canada								Marketer Identity				Canada does not yet have an anti-SPAM law, however at least two bills are currently pending, and one is likely to pass within the year. In addition, the Personal Information Protection and Electronic Documents Act (PIPEDA) may be relevant to email marketing.		
Chile		Yes							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		
China	Yes	Yes			AD, or Chinese character subject.				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 (MI), 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 complaints notes are gleaned from various unofficial sources, the most authoritative being the ISC web site.	The law Applies to Email Service Providers, where a Provider is any person in the service supply chain involved in delivering or helping users to receive e-mail.	
Colombia		Yes							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.		
Denmark	Yes	Yes		Yes	Messages must be clearly identified as advertisements. Must not be misleading.		See: www.cpr.dk/cpr/					Marketing Practices Act (Act No. 1389 of 21 December 2005) Marketing Practices Act (Act No. 1389 of 21 December 2005)	http://www.bmg.dk/english/	
Finland	Yes	Yes			Messages must be clearly identified as advertisements.	Must contain clear and understandable opt out instructions.		May not disguise or conceal the identity of the sender.	Data collection and use is allowed unless the subject objects.			The Finnish Act on Protection of Privacy in Electronic Communications (516/2004)	http://www.tietosuojala.fi/51604.htm	
France	Yes	Yes			Must contain clear and understandable opt out instructions.			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.			Law on Confidence in the Digital Economy (LCECN)	http://www.cnil.fr	
Germany	Yes	Yes							May use data for commercial purposes if there is no indication that the data subject would object.		Probably barred.	German Civil Code (BGB) Act Against Unfair Competition (gesetz gegen unfaeren Wettbewerbs) (UWG) Telemedia Act (TMG) Federal Data Protection Act of 2006	http://www.bfd.bund.de/Vorschaltseite_EN_node.html	
Greece	Yes	Yes										Law 2472/1997 on the Protection of Individuals with Regard to the Processing of Personal Data	Hellenic Data Protection Authority: Kifissos Av. 1-3 PC: 115 23 Ampelokipi, Athens Tel: +30 210 6479601 Contact@dpa.gov.gr Secretariat General for Consumer Protection: info@sgps.gov.gr	
Hong Kong	Yes	Yes	10 days			Must contain accurate sender info, including: name, address, telephone, email.			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	
Hungary	Yes	Yes			Must state that it is an electronic advertisement.			Not concealed.				Act CVIII of 2001 on Electronic Commerce (as amended in 2003) Act C of 2003 on Electronic Communications	http://abweb.obh.hu/dcp/	
Ireland	Yes	Yes							Data retained for marketing purposes must be deleted within 40, at the request of the subject.			Data Protection Act of 1988 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	
Israel	Yes	Yes			Commercial email must be labeled in the subject.	Must contain contact info for the advertiser.						Amendment 40 to the Communications Law.		Third party advertisers may be liable for violations.
Italy	Yes	Yes						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 3 rd party recipients of the data.			Data Protection Act of 1998 Personal Data Protection Code: Legislative Decree no. 190/2003	http://www.garanteprivacy.it/garante/na/iv/gp/index.jsp	
Japan	Yes	Yes			Clear indication the message is unsolicited.	Must contain the sender's name, address, and email address.			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/	Required maintenance of opt-in requests.
Mexico		Yes				Must contain the sender's name, address, and email address. Must contain clear and adequate descriptions of the products advertised.			Consumers may dictate that their information not be shared with third parties.			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	
Netherlands	Yes	Yes						May not disguise or conceal the identity of the sender.	Notice is required if data is to be shared with a third party for marketing purposes.			Telecommunications Act Personal Data Protection Act	http://www.dutchdpa.nl/	
New Zealand	Yes	Yes					No false or misleading headers.		Harvesting is prohibited.			Unsolicited Electronic Messages Act 2007; Privacy Act 1993	http://www.dia.govt.nz/DIAwebsite.nsf	
Norway	Yes	Yes							Must not conceal or disguise sender's identity.			The Marketing Control Act Personal Data Act	http://www.datatilsynet.no/templates/Page_1944.asp http://www.forbrukerbudjet.no/index.gan?e=90&subid=0	
Peru		Yes			Must contain "Publicidad" (Promotion) or "Advertising".	Must include name, complete address, and email address of the sender.						Ley que regula el Uso del Correo Electronico Comercial No Solamente (Law No. 28493)		
Portugal	Yes	Yes										2000/31/EC Decree-Law 7/2004 (Art. 23)	http://www.cnpd.pt/english/index_en.htm	
Singapore		Yes			Must contain "AD" May not be misleading.	Must contain a valid reply address.			Harvesting is prohibited.			Singapore enacted the SPAM Control Act in 2007		
South Africa		Yes							Upon request, sender must identify the source of a consumer's personal information.			Electronic Communications and Transactions Act of 2002, Section 45		
South Korea		Yes				Must include the name and contact information for the sender.						Act on Promotion of Information and Communication Network Utilization and Information Protection		
Spain	Yes	Yes		Yes		istarobinson.es			Collectors must inform recipients of the intended use, and length of retention, in a clear and comprehensive manner, and give opportunity to refuse.			Information Society Services and Electronic Commerce Act (34/2002 of 11 July) Royal Decree 1720/2007	https://www.agpd.es/portalweb/english_resources/in-see-edgesp-agpd	
Sweden	Yes	Yes							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.			Personal Data Act (Swedish Code of Statutes, SFS 1998:204) Swedish Marketing Act (Swedish Code of Statutes, SFS 1995:400) Personal Data Ordinance (Supplementary Regulations, SFS 1998:1313), 2007 Amendments to the Personal Data Act	http://www.datatilsynet.no/en/english/	
Turkey		Yes						Must include the identity of the sender.				Law No. 5809 Ordinance on Personal Information Processing and Protection of Privacy in The Telecommunications Sector		Operators may not use automatic calling systems such as fax devices. Similar mail, short messages that do not require user control as it relates to
United Kingdom	Yes	Yes						May not disguise or conceal the identity of the sender.				Statutory Instrument 2003 No. 2426: The Privacy and Electronic Communications (EC Directive) Regulations 2003	http://www.ico.gov.uk/	
Venezuela		Yes							Consumers may dictate that their information not be shared with third parties.			Consumer and User Protection Law		

European Union countries are subject to the following directives, relevant to commercial email:
 1. Directive 2006/24/EC: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32006L0024:EN:HTML>
 2. Directive 2002/58/EC: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32002L0058:EN:HTML>
 3. Directive 2000/31/EC: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32000L0031:EN:HTML>
 4. Directive 95/46/EC: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31995L0046:EN:HTML>

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