

PRACTICE 3

Situation: You work for KA International, a large manufacturing company. Recently the manager of the company, Mr Inderjit Singh, said to you:

"I've just spent a couple of hours going through the emails I have received and there seems to be a growing number of unsolicited messages – 'junk mail', I think it's called. Most of this stuff is useless, companies trying to sell us things we don't want or making announcements which don't interest us at all. I'm not the only one receiving these; I've spoken to various colleagues and they all say the same.

Would you please look into this issue? I'd like to investigate how much of a problem this has become and produce a report for me on the subject. If you can, I'd like you to recommend what we can do to stop us receiving junk email."

You investigate the issue and the notes of your investigations are as follows:

From: Interview with the company's Legal Department

"This is a very complicated matter legally. Basically, sending junk emails is not against the law. There are some rules in our country about sending, for example, obscene or libellous emails, but not many emails come into this category. The problem is that emails can be sent from anywhere in the world and the law in each country varies. Perhaps we need some world-wide action here. But even if someone sending an email is acting illegally, it's an expensive and time-consuming process to go to the law for the solution. So legally, there's very little we can do about junk emails. Sorry!"

Results of investigations of incoming emails – week 10 (March 10 – 14)

Staff were asked to check incoming emails for a working week. Of the total number of staff who can receive emails, 92% responded. The results were as follows:

24% of all incoming emails were unsolicited.

Of these, 98% were considered to be "junk" (ie of no value)

- 54% were from finance companies (banks, insurance companies etc)
- 29% were from other companies wishing to be suppliers
- 11% were announcements from government departments and other companies with no relevance to KA International
- 6% were from other sources

From: Email from service provider

As your Internet service provider, we can't prevent all junk mail from getting through, but if you let us know which senders or other services you do not wish to receive from, we can block these. I should also advise you not to respond to junk mail – just delete them straight away. Don't reply to the senders and ask them to remove your name from their list. This only confirms that the address is valid, resulting in even more emails.

From: Discussion with Head of Finance Department

"We know all about junk mail – we get more than anybody else in our company. But there are a couple of points I can add. Not all unsolicited mail is junk. Occasionally, a genuine offer can appear – we reduced our costs when we moved our accounts to a bank with lower charges last year as the result of an unsolicited email. So it might be better to ask someone to go through these quickly before they are deleted. But **please** don't print them out. The cost of paper and ink is just not worth it."

Task

Write the report for Mr Singh, as requested.

(25 marks)