

**LEGAL MEASURES FOR PROTECTING THE RIGHT TO  
PRIVACY AGAINST UNSOLICITED ADVERTISEMENT VIA  
CYBERSPACE WITH SPECIAL EMPHASIS ON EMAIL; A  
COMPETITIVE ANALYSIS WITH THE USA AND THE UK**

**by**

**COLONEL KAP KURUPPU**

*The Dissertation submitted to*

**GENERAL SIR JOHN KOTELAWALA DEFENCE  
UNIVERSITY  
SRI LANKA**

*In partial fulfilment of the requirements for the award of the degree  
of*

**MASTER OF LAWS**

**25<sup>th</sup> August 2023**

## ABSTRACT

This paper examines the legal measures aimed at safeguarding the right to privacy in the face of unsolicited advertisements transmitted through cyberspace, with a particular focus on email communications. Through a comparative analysis of the approaches taken by the United States and the United Kingdom, this study explores the legal frameworks implemented to tackle this issue and highlights potential recommendations for improvement. The paper examines the enforcement mechanisms and penalties associated with privacy violations and unsolicited advertisements. Dedicated regulatory bodies, such as the Information Commissioner's Office (ICO) in the UK and the Federal Trade Commission (FTC) in the USA, play pivotal roles in monitoring and penalizing offenders. Strict penalties, including fines, are imposed on entities found guilty of violating privacy laws, serving as deterrents for non-compliance and mechanism of applying in Sri Lankan Context. Technological measures are explored as an essential aspect of combating unsolicited advertisements. Advanced spam filters, email scanning technologies, and email authentication protocols, such as SPF, DKIM, and DMARC, aid in identifying and blocking spam emails. Additionally, user-friendly reporting mechanisms empower individuals to report unsolicited advertisements, facilitating prompt action against offenders. Ultimately, this research underscores the significance of a robust legal framework in protecting privacy rights against unsolicited advertisements in cyberspace, particularly via email. By examining the approaches taken by the USA and the UK, this study offers valuable insights and recommendations for enhancing legal measures in Sri Lanka, fostering cross-border cooperation, and ensuring the continued protection of privacy rights in an evolving digital landscape.

**Key Words:** Privacy, Advertisement, Cyberspace