

## BELIEVE IT OR NOT

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Believe it or not, but a recent study (McAfee Report

[http://img.en25.com/Web/McAfee/CarbonFootprint\\_12pg\\_web\\_REV\\_NA.pdf](http://img.en25.com/Web/McAfee/CarbonFootprint_12pg_web_REV_NA.pdf)) showed that the unsolicited emails that we receive every day (62 trillion every year) generated, in 2008, the same GHG emissions as 3.1 million passenger cars.

Viewing, sorting and deleting these emails represent almost 52% of the total spam-related energy, which could power up 2.4 million homes during a single year.

After having read such stunning report, we decided to implement efficient tools to fight this scourge. Some may think that it is not much, but we strongly believe that small changes can really make a difference.

Therefore, we strengthened our computer network with a state of the art spam filter. We urge anybody who reads this to do so on their professional computers as well as on their

personal computers. We also implemented new rules for the use of email accounts in order to limit the number of unsolicited emails viewed and/or opened by our teams.

Besides, as some of you may know, we have been working for quite some time on data protection issues for many of our clients. We will take advantage of this competence to draw their attention and offer them solutions to this issue by encouraging them to follow our lead and implement appropriate technological tools, adapt their internal email management policies and inform their employees.

If all email in-boxes were protected by an efficient spam filter, this would have a similar effect as taking 2.2 million passenger vehicles off the road, and would reduce by 75% the energy wasted by spams.

Those are simple changes which can easily be adopted by anyone, and which could, in case of massive implementation, help protecting our environment, or even put an end to annoying commercial practices...

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*Ichay & Mullenex Avocats is a French law firm focusing on all legal issues related to the new technologies in France and abroad. They are considered experts in intellectual property and Internet law, e-commerce, online gaming, data protection. Ichay & Mullenex Avocats also assists its clients on all issues related to financing, mergers & acquisitions, restructuring, etc. and advises them on their litigation and arbitration procedures.*

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