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## Research: Spam fell after European data privacy regulation went into effect

-- By Tim Starks  
8/28/18, 4:10 PM CET

Since the EU implemented its General Data Protection Regulation, spam has fallen despite some experts' predictions that junk mail would skyrocket as a result of the landmark data privacy regulation, according to research out today

Recorded Future [found](#) that the volume of spam and new registrations in generic top-level domains — the kind most associated with spamming — dropped after the GDPR went into effect in May.

Some [believed](#) spam would rise because the privacy regulation protects names of domain owners, inhibiting the ability of cybersecurity firms and other companies whose software filters out unwanted emails to examine the WHOIS database and automatically block spammers. That in turn might prompt spammers to register new domains, the theory went.

But in the month leading up to GDPR, Recorded Future collected an average of more than 223,500 new domain registrations each day. More than a month afterward, the average number of new domain registrations was 213,300.

“Of course, it is possible that spammers are biding their time, registering a number of domains anonymously and reserving them to launch spam campaigns in the future,” Recorded Future’s report states. “At first glance, the data does not support that hypothesis.”

The onset of GDPR did lead to a different kind of widely reported spam: Organizations [notifying](#) consumers about the new regulation and seeking their consent on legitimate privacy policy changes.

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