

To whom it may concern:

Hi,

On the anti-spam law, I'd like to ask the govt to compromise a level between the many SME businesses that need these emailing marketing methods to survive, and the end-consumers preference.

The opt-out regime that was being suggested meets the needs of both.

SMEs basically have only a few ways to market their products at low costs. Basically, there is only the following marketing methods that are at below-the-line, and are PUSH marketing methods: - mass emailing, mass faxing, or telemarketing/cold-calling. Depending on the SME industry/services/products, some methods may not apply. If we can't buy databases, we have to find ways to email out to companies who may be our target customers. The only way left is to get from these customers' websites or yellowpages, and email to them? Do consider these from a business point of view before deciding.

Suggestions, e.g. as long as the company :

- state their intent clearly in email, &
- provide opt-out option, &
- not use ambiguous email addresses (e.g. aaa1199@hotmail.com).

As a consumer, I have used some of these email ads for the services I was looking for before as well. I agree on getting rid of those X-rated ads, ambiguous email addresses senders.

But as an employer, I hope you do consider the economical implications on SMEs that are trying hard to survive. Implications include less encouraging factors for new business setups, increase in bankrupts, unemployment rate, crime rate, and even birthrate etc.

Thank you.

Regards,
Cindy Soh Sing Wei