

Dear Sir/Madam,

I'd like to contribute to the argument that the marketing approach of opt out is preferred to that of opt in.

Please ensure that the issue surrounding unsolicited email i.e., spamming, which I do not support nor agree with, does not become confused with responsible direct response marketing.

Direct response marketing has evolved to be focused on delivering the right product, to the right person, at the right time. An opt out approach facilitates the acquisition of a product designed to meet the customer needs in a most cost effective and convenient way for the consumer.

Gary Denson