

Dear sir/madam,

On any one issue, there are always two sides of the story. The 3rd party who is evaluating the issue must always hear and consider both sides of the story. On the issue of opt-out scheme, my side of the story is from the business perspective.

Saicom Systems is a competent software consultant with small outfit. We do not have big budget to advertise or conduct big events to attract customers. We find e-mail marketing and specifically e-Newsletter to be a cost effective solution for our marketing activity.

Through 1-1 cold calling, we have prospects who eventually became our customers, and told us that they are happy that we called because they were looking for services like ours but just couldn't find one or doesn't have the time to look for one. Similarly, e-Newsletter is a way we let businesses know about our services and as reported in the Straits Times on 16 July, Straits Times Interactive poll on attitudes towards spam showed that 66 per cent of the 1,200 surveyed see these messages as useful information, and about 70 per cent 'don't mind' such unsolicited messages as these let them know 'all that's out there'.

I support IDA's decision for opt-out scheme but marketing companies must make it easy for recipients to opt out.

Thanks and regards,
Joel Tsi