

Dear Sir/Mdm,

With regards to the Opt-Out anti-spam policy, it would be ludicrous to assume that the businesses involved would provide a legitimate opt-out link.

It is widely known that by unsubscribing yourself, you are exposing your email to more spam. What safeguard measures are there?

Using spam, businesses have effectively passed the advertising cost to the consumer. Does it make sense that the customers have to be bothered with spam and paid for it? Together with the opting-out policy, the customer had to go through the hassles of opting out. Seem like the customers are at a disadvantage.

With Opting out, there will have to be a list of emails that contains valid emails addresses and this list will need to be kept secure. How secure is secure?

A list of concerns which needs addressing:

1. What safety measures are in place to ensure that the opt-out lists is not compromised?
2. How do you assert that the opt-out link provided by the businesses is not used for other purposes?
3. Are there any channels for seeking redress in the event of continuing or more spam after opting out?
4. Who will bear the costs of keeping the opt-out list?
5. By maintaining an opt-out list, wouldn't the businesses have to check with it first? Wouldn't this compromise #1?
6. How do you check the integrity of the people that are maintaining the list? Please refer to the AOL case where the employee sells the list of emails to spammers.
<http://www.internetnews.com/xSP/article.php/3372711>
7. Have the pros and cons of maintaining an Opt-Out and Opt-In policy being carefully evaluated?
8. If each business is maintaining its own opt-out lists, what standards are in place?
9. Will there be a central opt-out list where it would indicate that the user does not wish to receive any spam?
10. How does this affect businesses that uses emails from free email like Yahoo and Hotmail but are selling their products from Singapore? Will they be affected by the policy or will this be a loophole in the policy?

I would like to stress that in an opt-in scheme, the cost and maintenance of the list would be less expensive and it is a win-win situation for both the customer and the businesses involved. Only interested customers would buy the product and businesses will not need to pay thousands to people that sells emails addresses list.

Regards,
Roy New