

Bills Committee on Unsolicited Electronic Messages Bill

**Follow-up actions to be taken by the Administration on issues raised
at the meeting on 10 October 2006**

The Administration was requested to --

- (a) confirm the feasibility of translating calling line identification information into the name of the sender in the transmission process and displaying the name of the sender on the electronic device of the recipient, especially in circumstances where the recipient was using roaming service;
- (b) consider whether an exception should be provided for transactional or relationship messages with a commercial focus sent in furtherance of a pre-existing business relationship;
- (c) clarify whether the following types of messages were subject to the regulation of the proposed legislation --
 - (i) an incidental promotional message in an email sent in reply to a recipient's enquiry or in continuation of an email dialogue;
 - (ii) promotional emails in categories consented to or not unsubscribed by a user using paid or free email service; and
 - (iii) promotional materials on websites visited by users;
- (d) address the concern on whether the originator's own company logo containing a slogan would constitute "commercial electronic message";
- (e) consider strengthening the concept of "unsolicited" to combat spam emails;
- (f) address the concern on a recipient being charged for using roaming service even in the circumstances that the recipient did not accept a call after seeing the calling line identification information; and
- (g) consider the need to improve Schedule 1 to the Bill to make it clear that television and radio advertisements would be exempted from the regulation of the Bill.