

15 March 2013

Office of the Communications Authority  
25/F, Wu Chung House,  
213 Queen's Road East, Wanchai  
Hong Kong  
Attention: Senior Regulatory Affairs Manager  
Unsolicited Electronic Messages Section

Dear Sir / Madam,

**Subject: Public Consultation on Proposed Revisions of the Code of Practice on Sending Commercial Electronic Messages**

HKDMA Board of Directors has reviewed the consultation paper and we take note of the key things stated in the amendments are:-

- Redefinition of "other short message" so as to be able to include other services such as WhatsApp
- Proposal to include both recipient and sender fax numbers in commercial fax communications so the recipient clearly knows who is the intended recipient, and for sender information to be prominently placed at the top or bottom of the first page
- "Do Not Call" list clarification for pre-recorded calls, fax and sms as these were setup after the code of practice was issued.

In general, we support and have no objections to the proposed amendments as they simply reflect what should be expected from a marketer following best practices.

Thank you for your attention to our response.

Very Best



Eugene Raitt  
Chairman  
HKDMA