

TACD

TRANS ATLANTIC
CONSUMER DIALOGUE

DIALOGUE TRANSATLANTIQUE
DES CONSOMMATEURS

Doc No. ECOM-19-00

DATE ISSUED: MAY, 2001

UNSOLICITED COMMERCIAL ELECTRONIC MAIL

The use of unsolicited commercial electronic communication is a growing burden for people who use e-mail. A study published by the European Commission in January 2001 estimates that the economic burden for private consumers amounts to 10 billion EURO per year caused by unsolicited electronic mails. Another important aspect for consumers is the permanent violation of their privacy by such communications.

As this is an international problem governments need to work together to develop common approaches to address consumer concerns about unsolicited commercial e-mail. Such approaches should recognize the distinction between commercial and non-commercial speech.

RESOLVED :

TACD calls upon the US government and the European Commission to develop rules to ensure that commercial electronic communications can only be sent out with prior affirmative consent of the consumer addressed.