

Dear Sir,

I refer to the public consultation paper on the Code of Practice under the UEMO.

My comments are:

- In general: The guidelines should also cover 2 important aspects of the Ordinance
  - (1) sending out commercial electronic messages; and
  - (2) handling opt-out requests.
- Item 6.2: The guidelines should define the sender information in a better detail. The viewer should have problems to define the sender information.

My query is that should the information: e-mail address and phone number be included.

- Item 8: The guidelines should quote a "sample" unsubscribe statement issued by an organisation that offers multiply services. For example: should a "blanket" unsubscribe statement be included. This is: the recipient is allowed to opt-out any commercial electronic messages from the same organisation regardless what services or products they offer.

The Hong Kong Jockey Club