

From: Khek Chew John Yong
To: MICA DP Bill Consultation (MICA)
Subject: Thank you for putting this in place

Dear Sir

I am glad to hear that this bill will be put into law soon.

I look forward to its implementation as I am personally deluged by a large number of unsolicited smses and calls from various organisations making repeated sales pitches for the same products.

My suggestions for your consideration:

1. For organisations who are making calls/ sending smses, there should be a record of the calls made, and a regulation that the call cannot be made for the SAME product within (say) a period of 3 months.
2. Upon request, there calls/ smses should cease within a reasonable period (say - 3 days), after which repeated smses/ calls can be contrued as a breach of the law.
3. A reporting structure be put in place for breaches in (2) to be efficiently reported, for example through a website that one can log into by using one's Singpass. This will minimise the timecost of reporting these and bringing the perpetrators to task.
4. A name-and-shame structure be put in place to name errant organisations.
5. Repeated offences should attract incremental sanctions, and adequate structures be put in place to track and trace the origin of calls/ smses which are from private/ hidden/ overseas numbers.

Thank you!

Best regards
John Yong Khek Chew