

New Law That Limits Sales Tactics Scheduled to Take Effect Soon

Date: June 07, 2011

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Blaneys on Business

Original Newsletter(s) this article was published in: Blaneys on Business: June 2011

New federal law that prohibits businesses from transmitting spam – electronic messages that are not wanted and that have not been requested – is expected to take effect later this year or early next.

Businesses and other organizations that send electronic messages as part of their marketing efforts, or for other uses, will want to conduct a careful review of their practices and evaluate whether they run afoul of the new legislation.