

"Joseph Yau"

To: <uem@citb.gov.hk>

cc:

Subject: My opinion on Cold Callings

15/02/2006 02:22 PM

Dear Sir or Madam

I would like to express my view about companies making cold calls to promote various products.

My definition of cold calls includes computer randomly generated calls to mobile handsets.

Personally, I find these calls extremely irritating. To me, it is no different than a stranger knocking on your door when you are peacefully resting at home.

Apart from the disturbance it makes, the use of cold calling incurs damaging costs to the public. My points are as follows:

- 1) First, there is time cost. The time to make an effort to receive a cold call, which is unknown to be one until answered, consumes a lot of time.

This may not be a lot of time on an isolated case. However, as the number of cold calls increases, a case which I have personally experienced, this incurs a lot of precious time to me.

- 2) Second, I presume that in answering these cold calls. It incurs money costs to the people who receive it. I am referring to the costs that are charged by the mobile operators. Answering cold calls inevitably costs money which can't be avoided by the public.

My view is as follow:

- 1) At present, I am shocked to learn that there has not been a law to protect the public from the disturbance and costs that are created by cold calling companies.

However, it is known that, the practice of cold calling has caused much disturbance for a long time. Therefore, I will urge the government to sort this out as quickly as possible.

- 2) Either an opt out or opt in list is fine, as long as there is a way for the public to choose between whether or not to receive such calls.

However, I would like to state my preference towards an opt in list.

- 3) There should be some mechanism, such as fines, to protect the public from companies not standing by the new law once it is passed.

My final point, which I want to emphasis, get something done quickly to protect the interest of

the public.

Please acknowledge me the receipt of this email in some way or another.

I can be contacted on [*removed for privacy reason*] if you wish to hear more from me about my view on this subject.

Regards
Joseph Yau