

# HOUSE . . . . . No. 224

By Mr. Eldridge of Acton, petition of Barbara A. L'Italien and others for legislation to require that unsolicited mail to residents of the Commonwealth include information for such residents to be omitted from future mailings. Consumer Protection and Professional Licensure.

## The Commonwealth of Massachusetts

### PETITION OF:

|                        |                      |
|------------------------|----------------------|
| Barbara A. L'Italien   | Jennifer M. Callahan |
| Michael F. Rush        | Gale D. Candaras     |
| Stephen M. Brewer      | Kathi-Anne Reinstein |
| Ruth B. Balser         | Scott P. Brown       |
| James B. Eldridge      | David Paul Linsky    |
| Carl M. Sciortino, Jr. | Alice Hanlon Peisch  |
| Thomas M. Stanley      | Patricia D. Jehlen   |
| James E. Timilty       |                      |

In the Year Two Thousand and Seven.

AN ACT RELATIVE TO JUNK MAIL.

*Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:*

1 SECTION 1. Notwithstanding any special or general law to the  
2 contrary, all companies and businesses that mail unsolicited mail to  
3 Massachusetts residents must provide information on each mailing  
4 that informs residents how they can request to no longer receive  
5 future mailings. This printed information on mailings must explain  
6 how to unsubscribe from future mailings through using electronic  
7 mail or a website, regular U.S. mail with an address to mail to, and  
8 telephone number. The company or business that receives a request  
9 to unsubscribe by the resident must remove the resident and resi-  
10 dence from the mailing list within two months. If a company or busi-  
11 ness uses a mail order house or other company to send out mailings,  
12 both the company or business being advertised and the company that  
13 performs the mailing services are legally responsible for removing  
14 residents from the mailing list. Failure to perform this duty will  
15 result in a fine of at least \$100 per incident and not more than \$500.

- 1 SECTION 2. The Massachusetts Office of Consumer Affairs and
- 2 Business Regulation shall establish a website that posts current and
- 3 up to date information on how to unsubscribe from mailing lists.