



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Marketing Practices
Brian Huseman
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April 2, 2002

John Doe
Anywhere, U.S.A.

To Whom It May Concern:

As part of an Internet Fraud Sweep, the staff of the Federal Trade Commission, along with staff from the Alaska State Troopers, Alberta Government Services, the British Columbia Securities Commission, the British Columbia Solicitor General, the Commodities Futures Trading Commission, the Idaho Attorney General, the Montana Department of Administration, the Oregon Department of Justice, the Washington Attorney General, and the Washington State Department of Financial Institutions, recently conducted a test of opt-out removal representations, such as "click here to unsubscribe" or "reply for removal," found in unsolicited commercial email ("UCE") messages. Our test included an email message that promoted your World Wide Web ("Web") site. This unsolicited email contained express representations that recipients could avoid receiving further messages promoting your website if they clicked on a hyperlink contained in the message.

Our testing revealed that the removal hyperlink did not function in the manner in which it was represented. This failure rendered ineffective our attempts to unsubscribe from receiving future email messages promoting your website. We were similarly unsuccessful in our attempts to send a removal request to the address from which the solicitation promoting your website apparently originated because that address also was not functioning.

False or deceptive representations, such as the removal representations in the email promoting your website, may violate Section 5 of the Federal Trade Commission Act. Violations of the FTC Act may result in legal action in the form of a federal district court injunction or an administrative order. To avoid the possibility of law enforcement action being undertaken by the FTC, any emails sent by or on behalf of your website should contain accurate removal representations.

If you have any questions about this letter, please contact me at (202) 326-3320 or my colleague Renard Francois at (202) 326-2251.

Sincerely,

Brian Huseman
Attorney