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NEWS RELEASE

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LAUTENSCHLAGER, WIRCH AND PLOUFF ANNOUNCE PROPOSAL FOR WISCONSIN NO-SPAM LAW

Proposal Would Create Penalties for Unwanted Email Solicitations Known as SPAM or JUNK EMAIL

MADISON - Attorney General Peg Lautenschlager announced today she is working with State Senator Robert Wirch (D-Pleasant Prairie) and State Representative Joe Plouff (D-Menomonee) on a legislative proposal that would give Wisconsin citizens the right to keep SPAM (unwanted email solicitations) out of their computer email in-boxes and out of their homes.

"Wisconsin citizens in overwhelming numbers have supported the No Call law, because they have had enough of annoying telemarketing calls coming into their homes," Lautenschlager said. "SPAM or junk emails are not only annoying - they can actually cause wear-and-tear damage to computers, add IT expenses to businesses trying to filter them, are often obscene, can slow the computer services consumers are paying for, and are not wanted by many Wisconsin citizens. Our bill is designed to end 'spamming' in Wisconsin."

"Much like the Do Not Call List, one of the most popular pieces of legislation in Wisconsin history, the proposal will prevent unwanted, annoying solicitation. Constantly deleting SPAM from my own email box prevents me from getting to important constituent emails in a timely fashion," said Wirch.

"Junk email messages are worse than telemarketing calls," said Plouff. "Too many junk e-mails can be offensive and obscene, and all are unwanted."

Under the proposed legislation:

- Unsolicited commercial messages would be required to begin with the subject line "ADV:"

- Senders of commercial email messages would be required to establish a toll-free phone line for consumers to remove their address from the list of messages sent. The message must contain this number and a statement informing recipients they may conveniently and at no-cost prevent further contact. Senders would be required to update their records and lists every 14 days to ensure compliance.
- Such messages would be required to include the sender's correct legal name, street address, Internet domain name and return electronic mail address.
- Violators would be subject to a \$10,000 fine and/or one year incarceration per violation. Subsequent violations may result in a \$25,000 fine and/or four years imprisonment per violation.
- The proposal also allows the Department of Justice, individuals or Internet Service Providers to pursue civil damages in an amount equal to \$500 for each email sent or \$250,000 per day of violation.

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