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# Creative Business Solutions

## Canning Spam

Review of marketing plans for compliance with bulk fax and anti-spam laws.

### Problem

Companies would like to engage in aggressive marketing programs to increase their sales and market penetration. They would like to use e-mail and fax technology for that purpose, but they are aware that federal and state laws regarding spam and bulk fax may have an impact on their marketing plans. They do not want to run afoul of the law and certainly do not want to be liable for civil penalties. The applicability of the Federal Telephone Consumer Protection Act (TCPA) and the CAN-SPAM Act is not limited to fly-by-night companies that one would think of as “bulk faxers” or “spammers,” and legitimate, established companies can be caught up in them.

### Action

Have your marketing plans examined in advance by a lawyer who specializes in these new and complex federal laws, and make any changes that are necessary.

### Results

The company will be able to proceed with its marketing plan and to approach potential customers on the Internet or via fax, with the security that it will not run afoul of the law. Most of the advantages of the e-mail or fax-oriented marketing plan will be preserved.

### Contact

For more information contact Joyce Plyler at (704) 331-4956 or [jplyler@wcsr.com](mailto:jplyler@wcsr.com).

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