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ESTATE AGENTS AUTHORITY

新聞稿
Press Release

EAA reminds practitioners to note restrictions in sending commercial electronic messages

(5 March 2008) The Estate Agents Authority (EAA) reminds practitioners to note the restrictions in sending commercial electronic messages and to comply with the requirements of the Unsolicited Electronic Messages Ordinance (“UEMO”).

An EAA spokesman said, “Part 2 of the UEMO and the Unsolicited Electronic Messages Regulation are particularly relevant to the estate agency trade. EAA urges estate agency practitioners to pay attention to these laws when sending commercial electronic messages and promotional materials to clients.”

Estate agency practitioners and the management of estate agencies are advised to read the requirements stipulated in the UEMO and take appropriate measures to avoid breaching the law.

Practitioners may visit the website of the Office of the Telecommunications Authority at www.ofta.gov.hk/en/uem/main.html to obtain more information.

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