

# Spam Act 2003 (Australia)



Why



What



How

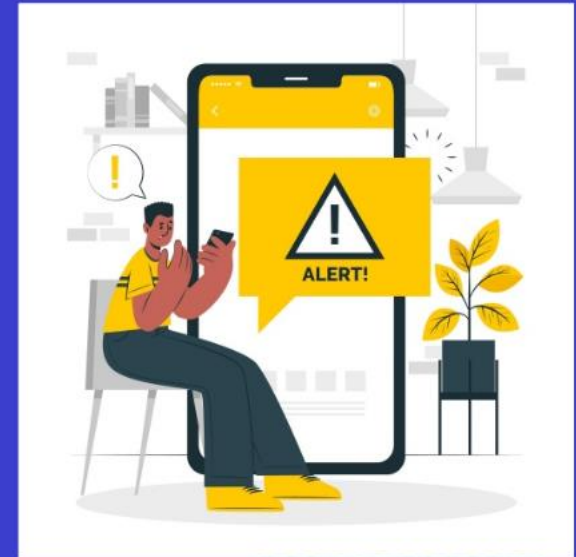


Summary

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## Why Spam Act?


- Protecting customer trust and reputation
- Avoiding legal consequences and financial penalties
- Promoting ethical marketing practices
- Enhancing customer relationships and loyalty



What is  
Spam Act?

The Spam Act prohibits the sending of commercial electronic messages via email, SMS, multimedia message service or instant messaging without the consent of the receiver

## What exactly is the Spam Act?

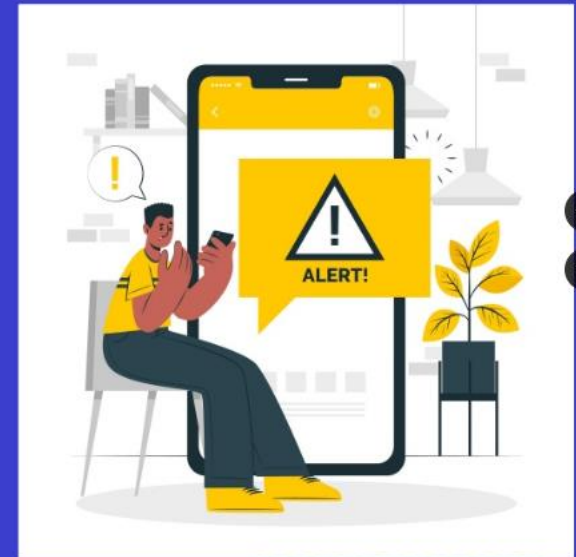


Spam (372)

Trash

## Why Spam Act?

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✓  
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## Key Objective of Spam Act

- Ensure messages are sent with the consent of the recipient.
- Establish penalties and consequences for non-compliance with the Act.
- Provide individuals with the right to unsubscribe or opt-out from receiving electronic messages.
- Promote responsible and ethical marketing practices.



**Penalties**



**Seriousness**

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## Seriousness

At H&M Group, we place great importance on obtaining and respecting the consent of our customers before sending any communication.

We actively strive to avoid repetitive and irritating communication.

## What Happens if we Breach Spam Act, 2003?

- ACMA (Australian Communication and Media Authority) can impose a heavy penalty of \$ 222,000 for every day of spamming
- Legal action against company in serious cases

# How to Ensure You Comply with Spam Act?



**Consent**



**Unsubscribe Option**



**After Hour Communication**



## Take Consent

If you plan to send marketing messages or emails, you must first have consent from the person who will receive them.

**There are two types of consent:**

- 1) Express
- 2) Inferred

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## 1) Expressed Consent

filling in a form

ticking a box on a website

over the phone

face to face



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## 2) Inferred consent

If details are given (knowingly or unknowingly)

For example, if someone has subscribed to a service, has an account or is a member



## Email:

To stop receiving messages from us, simply reply to this email with 'unsubscribe' in the subject line.

If you no longer wish to receive these messages, please click the 'unsubscribe' button below.

## SMS:

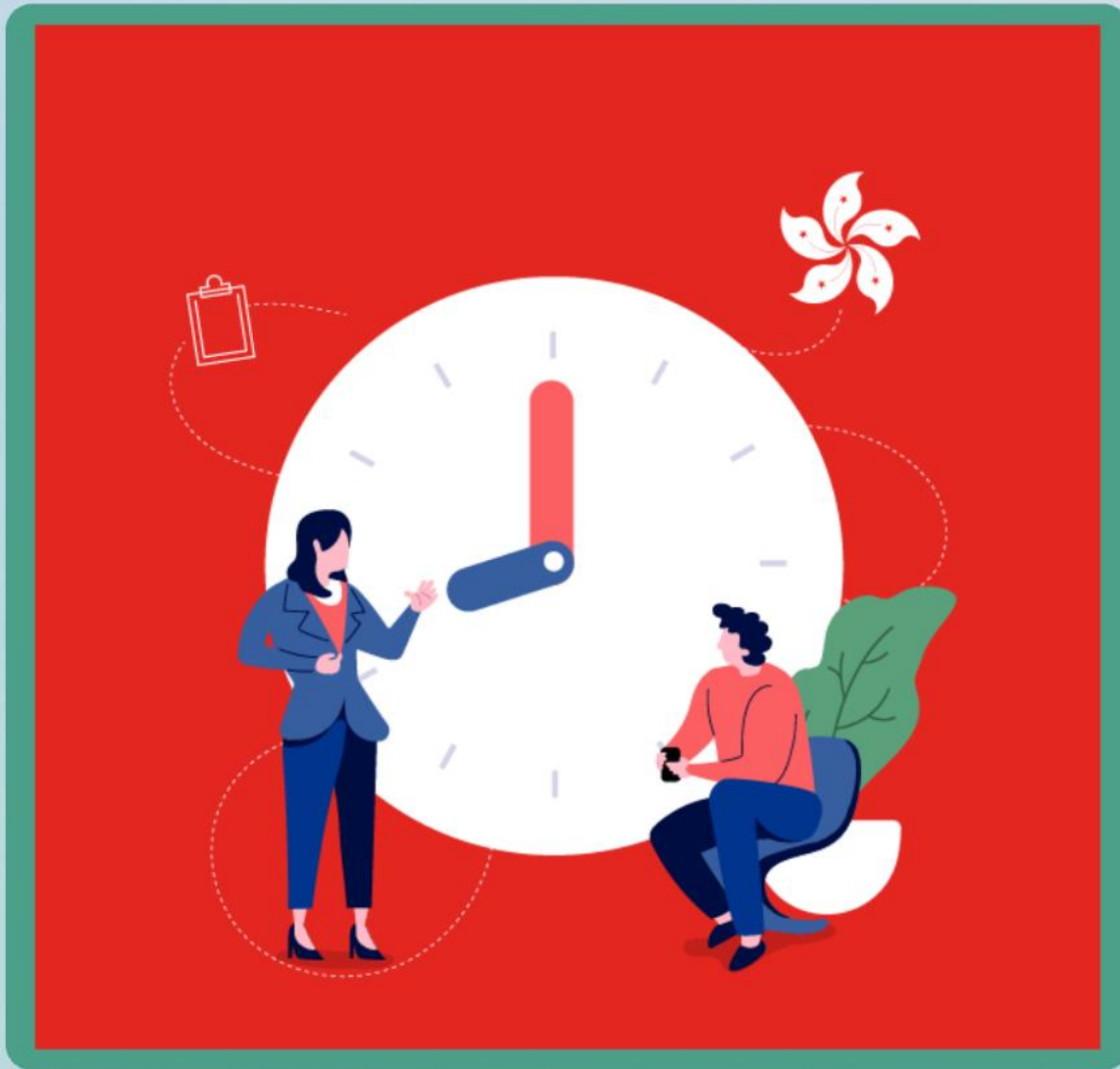
Reply STOP

Unsub: (1800-number)

## Make it easy to unsubscribe



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## After Hour Communication

No after hours communication should be made without prior approval from the customer.

**Book appointment in advance.**



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## Summary

- Make sure you have a consent from the customer before you send Email, Text Message, WhatsApp
- Make sure you have UNSUBSCRIBE or STOP option in all your communications
- Do not send repetitive or similar messages (it may harass the customer)
- If there is no reply even after 2-3 attempts, stop right there.

