

I think the proposal is an excellent and long overdue idea.

I like the idea because I believe it balances the sender's right to free speech with recipient's right to privacy. If the recipient doesn't want to see such advertisements or prevent his or her children from seeing them, he or she can block them.

I hope the FTC passes this regulation and follows up with vigorous enforcement. I also hope the FTC vigorously enforces against mass marketers who fail to honor unsubscribe requests and/or fail to include their postal addresses.

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