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**From:**  
**Sent:** Monday, 21 June 2004 11:18 p.m.  
**To:** spamsubmissions@med.govt.nz  
**Subject:** Dear Committee

It is only in the last few days that I have become aware of the possible introduction of anti spam laws that could have a dramatic affect on my business and I find myself at 11pm on the evening prior to taking an overseas holiday with my children, writing this email at the 11th hour so to speak!

I have not had the opportunity to go through what was on the government website or to answer all the questions you pose but here is something I would like you to consider.

For the last 8 years I have run a very successful and professional faxad business. In case you are not familiar with this term, we fax advertising on behalf of clients to business faxes throughout New Zealand. You may wish to visit our website for more general info about what we do. [www.fxad.co.nz](http://www.fxad.co.nz)

If you were to legislate against this then I would be out of business tomorrow. Now considering I have been campaigning for the last year or two to make referendums binding on the government and using my faxad service to do this, some of you may be very pleased I would be out of business tomorrow!

But all joking aside, I believe I have supplied my clients, which range from a guy in Opotiki selling scallops to large corporates like Fletcher Challenge and Telecom themselves, a very professional and much needed service that has improved the sales of my clients over these last 8 years.

Many of my clients have tried mainstream media such as major newspapers and radio with nowhere near the results we have given them through faxads in many cases. If what we did wasn't needed or didn't work then I don't believe we would still be in business after this amount of time.

How professional do we try to be? On the top of every fax we send we always put the fax number we are faxing to along with our company name, website address and our fax number so we can be removed at any stage.

And before we even send one advertising fax, we have also given each recipient the opportunity to be removed from our database or be put on a daytime list should an after hours fax annoy them. I have attached a sample of the fax we send each recipient to give them the opportunity to be removed.

Yes this is indeed an opt out system but in this day and age if you waited for everyone to come knocking on your door to buy your product or service then most commerce in the world would come to a halt very quickly.

So... before you pass some far reaching law without considering what affect you might have on my life, my children's life and that of many other professional marketers (not to mention our clients) please consider carefully what I have said.

I am happy to answer any questions or queries you might have and will be back in the country 28/6/04.

Best wishes

Steve Baron  
Director  
Baron Marketing Ltd

[MSGTAG](#) has notified the sender that you have read this message.



**Att: Manager**

# Do you object to getting our Faxads?

If you object to receiving special promotions and exciting new offers by fax, please advise us NOW and we will be happy to remove you from our database immediately. Our Faxads go 24 hours a day and we don't want to wake you at 2am if you work from home! If you prefer to receive them during business hours please let us know urgently.

Our primary goal is to inform you about our clients products and services, not offend you. If later you decide you are not benefiting from the faxads you can be removed at any time by simply faxing or emailing us. Please be aware we do limit the number of faxads we send each week so you're not going to be inundated with Faxads from us and we NEVER sell our database.

## **TO BE REMOVED:**

**Please return this COMPLETE fax to 09 522 8844  
or email to: [info@faxad.co.nz](mailto:info@faxad.co.nz)**

Please ensure the **To: ????????** number at the top of this page is readable or quote it in your email as this is the number we are faxing to (it may be different from your usual fax number?!). This will remove this number from our database. If you have other fax numbers please advise us of them so they can also be removed.

If you are happy to stay on our database then simply do nothing. If you would like more info about how effective Faxads can be for your business then visit our website [www.faxad.co.nz](http://www.faxad.co.nz). We have been helping our Faxad clients for over eight years now so something must be working?!

**Baron Marketing Ltd**

