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Digital Times is a "for eCommerce newsletter reporting on the development and/or availability of interactive products and services."  
<http://www.digitaltimes.com>, .net, org., .ws, .cc, .us

## CAN SPAM Act of 2003

Dear Reader,

President Bush recently signed Public Law No. 108-18 which you can view in its entirety at: <http://www.spamlaws.com/federal/108s877enrolled.pdf>.

This new law, "**Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003**" takes effect on January 1, 2004 and is intended to cut down on the rising level of unsolicited pornographic and commercial email. To do so, it imposes certain requirements for the delivery of email and institutes certain penalties for failing to comply with the requirements. *Although somewhat interesting, be forewarned that some terms are not spelled out. Example:*

(10) Internet. -The term "Internet" has the meaning given that term in the Internet Tax Freedom Act (47 U.S.C. 151nt).

(11) Internet Access Service. -The term "Internet access service" has the meaning given that term in section (231)( e)(4) of the Communications Act of 1934 (47 U.S.C. (231)(e)(4)).

...and so forth.. Digital Times will break down some of what all this means, for you. *Basically, merchants and advertisers must compose their emails in the following manner:*

-- Identify themselves as the sender and may not suggest or imply, or mislead or be likely to mislead a recipient into believing that an innocent holder of a valid email address is a sender or sponsor of, or has procured you to send, such electronic messages. To be clear, you may not use a return address, subject heading, header information or message contents that misleads or confuses or is likely to mislead or confuse a recipient as to who is the sender. This hits home, as several of my email addresses, including editor@digitaltimes.com have somehow been **hacked and compromised**. I don't know how to stop it! **editor@digitaltimes.com is being used without my permission as the sender of pornographic and commercial SPAM**. These ads are being sent to ME and in all probability, thousands of other(s).

-- Contain sexually-oriented material without placing warning labels and otherwise complying with applicable laws including the Can Spam Act of 2003 in all respects; nor

-- Be sent by or through any computer without authorization, including by relay or retransmission, or contain false header information regarding the transmitting computers and transmission path including the originating electronic mail address, domain name or Internet Protocol address.

-- Be clearly and conspicuously identified as an advertisement or solicitation, unless they have received affirmative consent to send electronic messages to that recipient;

-- Feature the service or product offering(s) that are being offered to the recipient as its primary contents and purpose;

-- Provide opt-out procedure so that recipient can request not to receive further electronic messages from you or those sending electronic messages on your behalf and except as otherwise expressly permitted by applicable law.



The CAN SPAM legislation specifically mentions that a "nationwide marketing Do-Not-E-Mail registry" is not to be implemented less than 9 months after the enactment of the act, meaning that October 1, 2004 is the earliest that we could see it.

The appearance of entrepreneurial registries is to be expected -- but not trusted. Several people I know have already received commercial email from an organization calling itself the "National Anti-Spam Registry."

Now, the law doesn't mandate opt-in relationships, but rather mandates that marketers honor opt-out requests. So the idea behind this site is that you register with them and they handle all the opt-outs for you.

The site features numerous misspelled words in addition to images of American flags and the Statue of Liberty! I didn't personally care for it, nor was I sold. As eWEEK editor Larry Seltzer writes in his analysis of December 22, "its authenticity is difficult to determine."

-editor

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- Tracfone **Prepaid Cell Phones!**
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## Digitally Cool

### MEN.COM Goes For \$ 1.3 million

A good domain name can still bring in a LOT of \$\$\$\$. The seller paid \$15,000 for it in 1997.

Moniker Online Services which served as brokers in the deal, called the price tag "a big indicator of what's yet to come."

Full Story [HERE](#).

### "CAN SPAM" INFO

[Bush Signs National Anti-Spam Law](#)

[The National Anti-Spam Registry, or a Pretender?](#)

[USA Today](#)

[Boston.com](#)

The National Anti-Spam Registry  
<http://www.nationalantispamregistry.com/>

Spaminators -- Unspam LLC  
[RedEye News / Chicago Tribune](#)

## PREPAID WIRELESS CELL PHONES

Great idea by [Tracfone!](#)

Instead of committing to a minimum of \$39.90/mo [or more], signing a 1 or 2 year contract it costs a bunch of \$\$ to get out of, and losing minutes not used at the end of the month, why not have a prepaid cellphone for very important "quickie" conversations, text messaging and the warm feeling of knowing that you can reach out to someone if you have an emergency?

NO contracts  
NO credit checks

Features:

- Choice of Nokia or Reconditioned Motorola V120 phones.

I also purchased Optional:

- Leather case
- Car charger
- Other Motorola Accessories

WHERE TO SHOP:

Jump On Deals  
Let's Talk  
Tracfone  
PhoneMania

<http://www.digitaltimes.com>

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- no deposits
- no contracts
- no monthly bills
- no credit checks
- nationwide service
- long distance included

I purchased the **Motorola V120** with One Year Wireless Service and 250 anytime minutes (units).  
Price: **\$94.99**

### Heart-Shaped Casserole a Christmas Gift HIT!



I purchased five of these online at [ourteambundraiser.com](http://ourteambundraiser.com). I ordered them individually so I could enter a different shipping address, rather than have the company ship to me, and then I ship to my relatives. In every case the recipient did not receive any kind of a notice, note or gift card. The company did not give me shipping details so I didn't know when or even IF they were delivered. It was amusing to query my relatives...they had been busy, guessing who sent it!

Available Colors:  
Red, Blue, Green, Yellow

Price: \$38.95  
With Shipping, \$51.69 ea.