



通訊事務管理局  
COMMUNICATIONS  
AUTHORITY

**How to Unsubscribe from  
Commercial Electronic Messages?**

**How to Report a Suspected  
Contravention of the Ordinance?**



Under the “Unsolicited Electronic Messages Ordinance” (“Ordinance”), the public can unsubscribe from commercial electronic messages (e.g. faxes, emails, short messages, pre-recorded telephone messages, etc.). Currently, person-to-person interactive communications are not covered by the Ordinance.

## How to Unsubscribe from Commercial Electronic Messages?

### Method 1

### Using the “Do-not-call Registers”

The Communications Authority (CA) has established three “Do-not-call Registers”, for faxes, short messages and pre-recorded telephone messages respectively.

To register your telephone or fax number onto any of the “Do-not-call Registers”, you can make a call to the registration hotline 1835 000 through the phone or fax machine of the number you wish to register. Under the Ordinance, ten working days after your registration, senders should ensure that commercial electronic messages will not be sent to your registered numbers, except those you have given consent to.



Registration hotline

**1835000**

If your company or organisation plans to register 50 or more numbers, CA can help you register these numbers in one go. You may submit an application by visiting the following website.



For more information about the “Do not call Registers” or the registration methods, please visit [https://www.ofca.gov.hk/en/consumer\\_focus/guide/others/uemo/dnc\\_public/index.html](https://www.ofca.gov.hk/en/consumer_focus/guide/others/uemo/dnc_public/index.html)



If you encounter any problems in the registration process, please call the enquiry hotline at 2961 6333 during office hours.

### Method 2

### Making an “Unsubscribe Request” to the Message Sender

If you do not wish to receive further commercial electronic messages from a particular sender, you may make an “unsubscribe request” to that sender. Under the Ordinance, senders of commercial electronic messages are required to provide an “unsubscribe facility” in the message for their recipients to make an “unsubscribe request”, and to honour the “unsubscribe request” within ten working days after the request has been sent.

# How to Know if a Message Sender Contravenes the Ordinance?

The sender of a commercial electronic message might have contravened the Ordinance if :

- you still receive commercial electronic messages (except those you have given consent to) from the sender after you have registered your number onto the “Do-not-call Register” for at least ten working days;
- you still receive commercial electronic messages from the sender ten working days after you have made an “unsubscribe request” through the “unsubscribe facility” provided in the message;
- no “unsubscribe facility” is provided in the commercial electronic message;
- the name, contact telephone number and address\* of the sender are not provided in the commercial electronic message; or
- the sender has concealed the calling number display when sending commercial electronic messages from a fax or telephone number.

\* For SMS messages, the sender can omit the address if this can be obtained from the contact telephone number given in the message. For email messages, the sender must provide the address of the place of business and contact email address.



# How to Report a Suspected Contravention of the Ordinance?



You can report a suspected contravention to CA by the following means:



## online report form

[https://www.ofca.gov.hk/en/consumer\\_focus/guide/others/uemo/how\\_to\\_report/uem\\_form/index.html](https://www.ofca.gov.hk/en/consumer_focus/guide/others/uemo/how_to_report/uem_form/index.html)



(if you are reporting a case about spam email, please use the online report form and follow the instructions to extract the header information of the email message.)



## obtain a report form through the following ways, and return the completed form to CA

- download from the website [https://www.ofca.gov.hk/filemanager/ofca/en/content\\_223/uemo\\_report\\_form\\_en.pdf](https://www.ofca.gov.hk/filemanager/ofca/en/content_223/uemo_report_form_en.pdf);
- obtain by fax through the hotline at 2961 6333; or
- obtain by post, our address is 29/F, Wu Chung House, 213 Queen's Road East, Wan Chai, Hong Kong.



## send a report letter to the above postal address, including in the letter

- particulars of the informant (e.g. name and contact information);
- type of the commercial electronic message received;
- date, time and electronic address at which the message was received;
- copy or details of the promotional/marketing message; and
- any contact information available in the message as well as other information that may be relevant to CA's investigation.

To facilitate processing of your report, you are encouraged to provide as much information as possible.

In case you have difficulty in writing, you may contact us by calling 2961 6333 (from 8:30 am to 5:45 pm, Monday to Friday except public holidays). Our officer can help fill in the report form for you. To ensure accuracy of the details, the completed form will be sent by post or by fax to you for your confirmation and signature.

## Penalty for Contravention

If the sender is found to have contravened any rules for sending commercial electronic messages and it is likely that the contravention will continue and be repeated, CA may issue an enforcement notice to the sender. A sender who contravenes the enforcement notice, upon first conviction, is liable to a fine up to HK\$100,000.



### Tips to Protect Yourself

#### 1. “Duplex ringing” / “Call forwarding” function

If you would like to register your number onto the “Do-not-call Registers” and your telephone/fax line has a “duplex ringing” function or you often activate the “call forwarding” function, please ensure that all relevant numbers are registered onto the same “Do-not-call Register”.

#### 2. Keep record of the “unsubscribe request”

After you have made an “unsubscribe request”, please keep a copy if possible.

#### 3. Delete suspicious email

If you are not sure about the source of an email message and suspect that the email might spread computer virus, you should delete the message immediately and not to reply or make an “unsubscribe request” to the sender, even if the message includes the sender information and an “unsubscribe facility”.

#### 4. Beware of deception

Registration of numbers onto the “Do-not-call Registers” is easy. All you need is to use your own telephone or fax machine to call the registration hotline, follow the voice instructions given and press the keys. If any strangers offer to help you register, please exercise your vigilance and beware of deception.

## Unsolicited Electronic Messages Ordinance

Website: [https://www.ofca.gov.hk/en/consumer\\_focus/guide/others/uemo/index.html](https://www.ofca.gov.hk/en/consumer_focus/guide/others/uemo/index.html)

Enquiry Hotline: 2961 6333

