

19. Marketing by the internet or by email

- (1) A marketer who contacts or attempts to contact a person for the purposes of marketing using electronic means must include the following information —
 - (a) the marketer's email address or other means of electronic contact;
 - (b) the business name, company name, Australian Business Number and business address of the responsible marketer and of the retail supplier on whose behalf the marketing is being carried out;
 - (c) the purpose of the marketing;
 - (d) the complaints and enquiries telephone number of the responsible marketer and of the retail supplier.
- (2) A responsible marketer must keep the following records about each contact or attempted contact of a person for the purposes of marketing —
 - (a) the email address of the person;
 - (b) the date and time of the contact or attempted contact;
 - (c) any correspondence between the person and the responsible marketer.
- (3) In this clause —

“electronic means” means the internet, email or other similar means but does not include the telephone.