

April 18, 2007

**H 1699. OPTION TO STOP JUNK MAIL.** Filed 4/18/07. *TO ESTABLISH A PROGRAM THAT PROVIDES POSTAL PATRONS WITH THE OPTION TO REJECT UNSOLICITED COMMERCIAL MAILINGS.*

Enacts new Article 6 of GS Chapter 75 as title indicates. GS 75-121 presents legislative findings that support establishing the "North Carolina Junk Mail Opt-Out List Act," and provides that political and charitable organizations are exempt from the article. GS 75-122 defines junk mail as any printed matter sent by mail for the purpose of encouraging the purchase or rental of, or investment in, property, goods, or services and specifies a list of communications that are not considered to be junk mail. Provides definitions for additional terms as used in this act. Enacts GS 75-124 delineating rules and guidelines for establishing and operating a NC Junk Mail Opt-Out List (Opt-Out List) and GS 75-123 making it unlawful to send junk mail to postal patrons on the Opt-Out List and providing guidelines for the dispersing of junk mail in general. GS 75-125 provides that any violation of the act is a deceptive trade practice under GS 75-1.1 and provides guidelines regarding penalties for violations and defenses for violations of the article. Enacts GS 75-126 allowing severability of the provisions of the article. Effective January 1, 2008.

**Intro. by Fisher.**

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