# AMENDMENT IN THE NATURE OF A SUBSTITUTE TO H.R. 718

## OFFERED BY MRS. WILSON OR MR. GREEN

Strike all after the enacting clause and insert the following:

#### 1 SECTION 1. SHORT TITLE.

- This Act may be cited as the "Unsolicited Commer-
- 3 cial Electronic Mail Act of 2001".

### 4 SEC. 2. CONGRESSIONAL FINDINGS AND POLICY.

- 5 (a) FINDINGS.—The Congress finds the following:
- 6 (1) There is a right of free speech on the Inter-7 net.
- 8 (2) The Internet has increasingly become a crit-
- 9 ical mode of global communication and now presents

unprecedented opportunities for the development and

- growth of global commerce and an integrated world-
- wide economy. In order for global commerce on the
- 13 Internet to reach its full potential, individuals and
- entities using the Internet and other online services
- should be prevented from engaging in activities that
- prevent other users and Internet service providers
- from having a reasonably predictable, efficient, and
- economical online experience.



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	2
1	(3) Unsolicited commercial electronic mail can
2	be an important mechanism through which busi-
3	nesses advertise and attract customers in the online
4	environment.
5	(4) The receipt of unsolicited commercial elec-
6	tronic mail may result in costs to recipients who
7	cannot refuse to accept such mail and who incur
8	costs for the storage of such mail, or for the time
9	spent accessing, reviewing, and discarding such mail,
10	or for both.
11	(5) Unsolicited commercial electronic mail may
12	impose significant monetary costs on Internet access
13	services, businesses, and educational and nonprofit
14	institutions that carry and receive such mail, as
15	there is a finite volume of mail that such providers,
16	businesses, and institutions can handle without fur-
17	ther investment. The sending of such mail is increas-
18	ingly and negatively affecting the quality of service
19	provided to customers of Internet access service, and
20	shifting costs from the sender of the advertisement
21	to the Internet access service.
22	(6) While some senders of unsolicited commer-
23	cial electronic mail messages provide simple and reli-



able ways for recipients to reject (or "opt-out" of) receipt of unsolicited commercial electronic mail

1	from such senders in the future, other senders pro-
2	vide no such "opt-out" mechanism, or refuse to
3	honor the requests of recipients not to receive elec-
4	tronic mail from such senders in the future, or both.
5	(7) An increasing number of senders of unsolic-
6	ited commercial electronic mail purposefully disguise
7	the source of such mail so as to prevent recipients
8	from responding to such mail quickly and easily.
9	(8) Many senders of unsolicited commercial
10	electronic mail collect or harvest electronic mail ad-
11	dresses of potential recipients without the knowledge
12	of those recipients and in violation of the rules or
13	terms of service of the database from which such ad-
14	dresses are collected.
15	(9) Because recipients of unsolicited commercial
16	electronic mail are unable to avoid the receipt of
17	such mail through reasonable means, such mail may
18	invade the privacy of recipients.
19	(10) In legislating against certain abuses on the
20	Internet, Congress should be very careful to avoid
21	infringing in any way upon constitutionally protected
22	rights, including the rights of assembly, free speech,
23	and privacy.



1	(b) Congressional Determination of Public
2	Policy.—On the basis of the findings in subsection (a)
3	the Congress determines that—
4	(1) there is substantial government interest in
5	regulation of unsolicited commercial electronic mail
6	(2) Internet service providers should not be
7	compelled to bear the costs of unsolicited commercial
8	electronic mail without compensation from the send-
9	er; and
10	(3) recipients of unsolicited commercial elec-
11	tronic mail have a right to decline to receive or have
12	their children receive unsolicited commercial elec-
13	tronic mail.
14	SEC. 3. DEFINITIONS.
15	In this Act:
16	(1) Affiliate.—The term "affiliate" means
17	with respect to an entity, any other entity that—
18	(A) controls, is controlled by, or is under
19	common control with such entity; and
20	(B) provides marketing information to, re-
21	ceives marketing information from, or shares
22	marking information with such entity.
23	(2) CHILDREN.—The term "children" includes
24	natural children, stepchildren, adopted children, and
25	children who are wards of or in custody of the par-



1	ent, who have not attained the age of 18 and who
2	reside with the parent or are under his or her care,
3	custody, or supervision.
4	(3) Commercial electronic mail mes-
5	SAGE.—The term "commercial electronic mail mes-
6	sage" means any electronic mail message that pri-
7	marily advertises or promotes the commercial avail-
8	ability of a product or service for profit or invites
9	the recipient to view content on an Internet web site
10	that is operated for a commercial purpose. An elec-
11	tronic mail message shall not be considered to be a
12	commercial electronic mail message solely because
13	such message includes a reference to a commercial
14	entity that serves to identify the initiator.
15	(4) Commission.—The term "Commission"
16	means the Federal Trade Commission.
17	(5) Domain Name.—The term "domain name"
18	means any alphanumeric designation which is reg-
19	istered with or assigned by any domain name reg-
20	istrar, domain name registry, or other domain name
21	registration authority as part of an electronic ad-
22	dress on the Internet.
23	(6) Electronic mail address.—
24	(A) IN GENERAL.—The term "electronic

mail address" means a destination (commonly



1	expressed as a string of characters) to which
2	electronic mail can be sent or delivered.
3	(B) Inclusion.—In the case of the Inter-
4	net, the term "electronic mail address" may in-
5	clude an electronic mail address consisting of a
6	user name or mailbox (commonly referred to as
7	the "local part") and a reference to an Internet
8	domain (commonly referred to as the "domain
9	part'').
10	(7) FTC Act.—The term "FTC Act" means
11	the Federal Trade Commission Act (15 U.S.C. 41 et
12	seq.).
13	(8) Initiate.—The term "initiate", when used
14	with respect to a commercial electronic mail mes-
15	sage, means to originate such message or to procure
16	the origination of such message.
17	(9) Initiator.—The term "initiator", when
18	used with respect to a commercial electronic mail
19	message, means the person who initiates such mes-
20	sage. Such term does not include a provider of an
21	Internet access service, or any other person, whose
22	role with respect to the message is limited to the
23	transmission, routing, relaying, handling, or storing,
24	through an automatic technical process, of a mes-

sage originated by others.



1	(10) Internet.—The term "Internet" has the
2	meaning given that term in section 231(e)(3) of the
3	Communications Act of 1934 (47 U.S.C. 231(e)(3)).
4	(11) Internet access service.—The term
5	"Internet access service" has the meaning given that
6	term in section 231(e)(4) of the Communications
7	Act of 1934 (47 U.S.C. 231(e)(4)).
8	(12) RECIPIENT CONSENT.—The term "recipi-
9	ent consent", when used with respect to a commer-
10	cial electronic mail message, means that—
11	(A) the message falls within the scope of
12	an express and unambiguous invitation or con-
13	sent granted by the recipient and not subse-
14	quently revoked;
15	(B) the recipient had clear and con-
16	spicuous notice, at the time such invitation or
17	consent was granted, of—
18	(i) the fact that the recipient was
19	granting the invitation or consent;
20	(ii) the scope of the invitation or con-
21	sent, including what types of commercial
22	electronic mail messages would be covered
23	by the invitation or consent and what
24	senders or types of senders, if any, other

than the party to whom the invitation or



1	consent was communicated would be cov-
2	ered by the invitation or consent; and
3	(iii) a reasonable and effective mecha-
4	nism for revoking the invitation or consent;
5	and
6	(C) the recipient has not, after granting
7	the invitation or consent, submitted a request
8	under section 5(a)(1) not to receive unsolicited
9	commercial electronic mail messages from the
10	initiator.
11	(13) Pre-existing business relation-
12	SHIP.—The term "pre-existing business relation-
13	ship" means, when used with respect to the initiator
14	and recipient of a commercial electronic mail mes-
15	sage, that—
16	(A) within the 5-year period ending upon
17	receipt of such message, there has been a busi-
18	ness transaction (including a transaction involv-
19	ing the provision, free of charge, of information,
20	goods, or services, that were requested by the
21	recipient) between—
22	(i) the initiator or any affiliate of the
23	initiator; and
24	(ii) the recipient; and



1	(B) the recipient was, at the time of such
2	transaction or thereafter or in the transmission
3	of the commercial electronic mail message, pro-
4	vided a clear and conspicuous notice of an op-
5	portunity not to receive further messages from
6	the initiator and any affiliates of the initiator
7	and has not exercised such opportunity.
8	(14) Recipient.—The term "recipient", when
9	used with respect to a commercial electronic mail
10	message, means the addressee of such message. If
11	an addressee of a commercial electronic mail mes-
12	sage has one or more electronic mail addresses in
13	addition to the address to which the message was
14	addressed, the addressee shall be treated as a sepa-
15	rate recipient with respect to each such address.
16	(15) Unsolicited commercial electronic
17	MAIL MESSAGE.—The term "unsolicited commercial
18	electronic mail message" means any commercial
19	electronic mail message that is sent to a recipient—
20	(A) without prior recipient consent; and
21	(B)(i) with whom the initiator does not
22	have a pre-existing business relationship;
23	(ii) by an initiator or any affiliate of the
24	initiator after the recipient requests, pursuant

to section 5(a)(1), not to receive further com-



1	mercial electronic mail messages from that
2	initiator; or
3	(iii) by a person or any affiliate of the per-
4	son after the expiration of a reasonable period
5	of time after the recipient requests, pursuant to
6	section $5(a)(2)$ , to be removed from the dis-
7	tribution lists under the control of a person.
8	SEC. 4. CRIMINAL PENALTY FOR UNSOLICITED COMMER-
9	CIAL ELECTRONIC MAIL CONTAINING FRAUD-
10	ULENT ROUTING INFORMATION.
11	Section 1030 of title 18, United States Code, is
12	amended—
13	(1) in subsection $(a)(5)$ —
14	(A) in subparagraph (B), by striking "or"
15	at the end;
16	(B) in subparagraph (C), by inserting "or"
17	after the semicolon at the end; and
18	(C) by adding at the end the following new
19	subparagraph:
20	"(D) intentionally initiates the transmission of
21	any unsolicited commercial electronic mail message
22	to a protected computer in the United States with
23	knowledge that any domain name, header informa-
24	tion, date or time stamp, originating electronic mail
25	address, or other information identifying the



1	initiator or the routing of such message, that is con-
2	tained in or accompanies such message, is false or
3	inaccurate;";
4	(2) in subsection (c)(2)(A)—
5	(A) by inserting "(i)" after "in the case
6	of"; and
7	(B) by inserting before "; and" the fol-
8	lowing: ", or (ii) an offense under subsection
9	(a)(5)(D) of this section"; and
10	(3) in subsection (e)—
11	(A) by striking "and" at the end of para-
12	graph (8);
13	(B) by striking the period at the end of
14	paragraph (9) and inserting a semicolon; and
15	(C) by adding at the end the following new
16	paragraph:
17	"(10) the terms 'initiate', 'initiator', 'unsolicited
18	commercial electronic mail message', and 'domain
19	name' have the meanings given such terms in section
20	3 of the Unsolicited Commercial Electronic Mail Act
21	of 2001.".
22	SEC. 5. OTHER PROTECTIONS AGAINST UNSOLICITED COM-
23	MERCIAL ELECTRONIC MAIL.
24	(a) Requirements for Transmission of Mes-
25	SAGES.—



1	(1) Inclusion of return address in com-
2	MERCIAL ELECTRONIC MAIL.—It shall be unlawful
3	for any person or affiliate of such person to initiate
4	the transmission of a commercial electronic mail
5	message to any person within the United States un-
6	less such message contains a valid electronic mail
7	address, conspicuously displayed, to which a recipi-
8	ent may send a reply to the initiator to indicate a
9	desire not to receive any further messages from the
10	initiator and any affiliates of the initiator.
11	(2) Prohibition of transmission of unso-
12	LICITED COMMERCIAL ELECTRONIC MAIL AFTER OB-
13	JECTION.—If a recipient makes a request to a per-
14	son to be removed from all distribution lists under
15	the control of such person, after receipt of such
16	request—
17	(A) it shall be unlawful for such person or
18	any affiliate of such person to initiate the
19	transmission of an unsolicited commercial elec-
20	tronic mail message to such a recipient within
21	the United States after the expiration of a rea-
22	sonable period of time for removal from such
23	lists;
24	(B) such person and affiliates (and the

agents or assigns of the person or affiliate)



1	shall delete or suppress the electronic mail ad-
2	dresses of the recipient from all mailing lists
3	owned or controlled by such person or affiliate
4	(or such agents or assigns) within a reasonable
5	period of time for such deletion or suppression;
6	and
7	(C) it shall be unlawful for such person or
8	affiliate (or such agents or assigns) to sell,
9	lease, exchange, license, or engage in any other
10	transaction involving mailing lists bearing the
11	electronic mail addresses of the recipient.
12	(3) Inclusion of identifier, opt-out, and
13	PHYSICAL ADDRESS IN UNSOLICITED COMMERCIAL
14	ELECTRONIC MAIL.—It shall be unlawful for any
15	person to initiate the transmission of any unsolicited
16	commercial electronic mail message to any person
17	within the United States unless the message pro-
18	vides, in a manner that is clear and conspicuous to
19	the recipient—
20	(A) identification that the message is an
21	unsolicited commercial electronic mail message;
22	(B) notice of the opportunity under para-
23	graph (2) to decline to receive further unsolic-
24	ited commercial electronic mail messages from

the initiator or any affiliate of the initiator; and



1	(C) the physical mailing address of the
2	initiator.
3	(4) Treatment of Internal Opt-Out
4	Lists.—If the policy of a provider of Internet access
5	service requires compensation specifically for the
6	transmission of unsolicited commercial electronic
7	mail messages into its system, it shall be unlawfu
8	for the provider to fail to provide an option to its
9	subscribers not to receive any unsolicited commercia
10	electronic mail messages, except that such option
11	shall not be required for any subscriber who has
12	agreed to receive unsolicited commercial electronic
13	mail messages in exchange for discounted or free
14	Internet access service.
15	(5) Affirmative defense.—It shall be an af
16	firmative defense in any action or proceeding
17	brought for a violation of any paragraph of this sub
18	section that the violation was not intentional.
19	(b) Conditions for Enforcement by Providers
20	OF INTERNET ACCESS SERVICE.—
21	(1) AUTHORITY TO OPT OUT.—After the expira
22	tion of a reasonable period of time for taking any
23	action necessary to comply with a request under sub
24	paragraph (B) that begins upon the receipt of such

a request, it shall be unlawful for a person or any



1	affiliate of such person to initiate the transmission
2	of an unsolicited commercial electronic mail mes-
3	sage, to any recipient within the United States, that
4	uses the equipment of a provider of Internet access
5	service to recipients of electronic mail messages for
6	such transmission, if such provider—
7	(A)(i) has in effect a policy that meets the
8	requirements under paragraph (2); or
9	(ii) has received a significant number of
10	complaints from its bona fide subscribers that
11	they have received unsolicited commercial elec-
12	tronic mail messages from such person; and
13	(B) makes a request to such person by
14	means of an electronic mail message not to use
15	the equipment of the provider for the trans-
16	mission of any unsolicited commercial electronic
17	mail message.
18	(2) UCE POLICY.—A policy of a provider of
19	Internet access service to recipients meets the re-
20	quirements under this paragraph only if—
21	(A) it is a policy regarding the use of the
22	equipment of the provider for the transmission
23	of unsolicited commercial electronic mail mes-
24	sages that prohibits the transmission, using

such equipment, of all such messages;



1	(B) the provider of Internet access service
2	is making a good faith effort to block the trans-
3	mission of all unsolicited commercial electronic
4	mail messages that use the equipment of pro-
5	vider for such transmission;
6	(C) the policy is made publicly available by
7	clear and conspicuous posting on a World Wide
8	Web site of the provider of Internet access serv-
9	ice, which has an Internet domain name that is
10	identical to the Internet domain name of the
11	electronic mail address to which the prohibition
12	referred to in subparagraph (A) applies; and
13	(D) the provider of Internet access service
14	informs each subscriber to such service of the
15	policy.
16	(c) Rule of Construction.—Nothing in this Act
17	shall be construed—
18	(1) to prevent or limit, in any way, a provider
19	of Internet access service from adopting a policy re-
20	garding commercial or other electronic mail, includ-
21	ing a policy of declining to transmit certain types of
22	electronic mail messages, and from enforcing such
23	policy through technical means, through contract, or

pursuant to any remedy available under any other



provision of Federal, State, or local criminal or civil
law; or
(2) to render lawful any such policy that is un-
lawful under any other provision of law.
(d) Protection of Internet Access Service
PROVIDERS GOOD FAITH EFFORTS TO BLOCK TRANS-
MISSIONS.—A provider of Internet access service shall not
be liable, under any Federal, State, or local civil or crimi-
nal law, for any action it takes in good faith to block the
transmission or receipt of unsolicited commercial elec-
tronic mail messages.
SEC. 6. ENFORCEMENT.
(a) Enforcement Through FTC Act.—
(1) Enforcement.—Except as otherwise pro-
vided in this Act, section 5 shall be enforced by the
Commission under the FTC Act.
(2) Unfair or deceptive practice.—Any
violation of section 5 shall be treated as a violation
of a rule under section 18 of the FTC Act (15
U.S.C. 57a) regarding unfair or deceptive acts or
practices.
(3) Scope of commission enforcement.—
The Commission shall prevent any person from vio-
lating section 5 of this Act in the same manner, by

the same means, and with the same jurisdiction,



powers, and duties as though all applicable terms
and provisions of the FTC Act were incorporated
into and made a part of this section. Any person
who violates section 5 of this Act shall be subject to
the penalties and entitled to the privileges and im-
munities provided in the FTC Act in the same man-
ner, by the same means, and with the same jurisdic-
tion, powers, and duties as though all applicable
terms and provisions of the FTC Act were incor-
porated into and made a part of this section.
(4) Prohibition of regulations.—Neither
the Commission nor any other Federal department

# (b) Private Right of Action.—

(1) Actions authorized.—A recipient or a provider of Internet access service may, if otherwise permitted by the laws or rules of court of a State, bring in an appropriate court of that State, or may bring in an appropriate Federal court if such laws or rules do not so permit, either or both of the following actions:

or agency shall have any authority to issue any regu-

lations to implement the provisions of this Act.

(A) An action based on a violation of section 5 to enjoin such violation.



1	(B) An action to recover for actual mone-
2	tary loss from such a violation in an amount
3	equal to the greater of—
4	(i) the amount of such actual mone-
5	tary loss; or
6	(ii) \$500 for each such violation, not
7	to exceed a total of \$50,000.
8	(2) Additional remedies.—If the court finds
9	that the defendant willfully and repeatedly violated
10	section 5, the court may, in its discretion, increase
11	the amount of the award to an amount equal to not
12	more than three times the amount available under
13	paragraph (1).
14	(3) Attorney Fees.—In any such action, the
15	court may, in its discretion, require an undertaking
16	for the payment of the costs of such action, and as-
17	sess reasonable costs, including reasonable attorneys'
18	fees, against any party.
19	(4) Prohibition of class actions.—A pri-
20	vate action arising under this subsection may not be
21	brought as a plaintiff class action pursuant to the
22	Federal Rules of Civil Procedure nor as a plaintiff
23	class action pursuant to the law or rules of proce-
24	dure of any State.



(5) Protection of trade secrets.—At the
request of any party to an action brought pursuant
to this subsection or any other participant in such
an action, the court may, in its discretion, issue pro-
tective orders and conduct legal proceedings in such
a way as to protect the secrecy and security of the
computer, computer network, computer data, com-
puter program, and computer software involved in
order to prevent possible recurrence of the same or
a similar act by another person and to protect any
trade secrets of any such party or participant.

### (c) Enforcement by States.—

### (1) In General.—

(A) CIVIL ACTIONS.—In any case in which the attorney general of a State has reason to believe that an interest of the residents of that State has been or is threatened or adversely affected by the engagement of any person in a practice that violates section 5 of this Act, the State may bring civil action on behalf of the residents of the State in an appropriate court of that State, or in a district court of the United States of appropriate jurisdiction for any or all of the following relief:



1	(i) Injunction.—To enjoin that
2	practice.
3	(ii) Compliance enforcement.—To
4	enforce compliance with the provisions of
5	section 5.
6	(iii) Damages.—To recover actual
7	monetary loss or receive \$500 in damages
8	for each violation, except that if the court
9	finds that the defendant willfully and re-
10	peatedly violated section 5, the court may,
11	in its discretion, increase the amount of
12	the award to an amount equal to not more
13	than 3 times the amount otherwise avail-
14	able under this clause.
15	(B) Limitation on monetary dam-
16	AGES.—All monetary amounts recovered or re-
17	ceived by settlement or judgment in an action
18	under this paragraph shall be paid directly to
19	the persons who incurred losses or suffered
20	damages as a result of the violation under sec-
21	tion 5 for which the action was brought, and no
22	such amounts may be retained by the State or
23	may be used directly or indirectly to offset the
24	cost of such litigation.
25	(C) Notice.—



1	(i) In general.—Before filing an ac-
2	tion under subparagraph (A), the attorney
3	general of the State involved shall provide
4	to the Commission—
5	(I) written notice of that action;
6	and
7	(II) a copy of the complaint for
8	that action.
9	(ii) Exemption.—
10	(I) In General.—Clause (i)
11	shall not apply with respect to the fil-
12	ing of an action by an attorney gen-
13	eral of a State under this subsection,
14	if the attorney general determines
15	that it is not feasible to provide the
16	notice described in that subparagraph
17	before the filing of the action.
18	(II) NOTIFICATION.—In an ac-
19	tion described in subclause (I), the at-
20	torney general of a State shall provide
21	notice and a copy of the complaint to
22	the Commission at the same time as
23	the attorney general files the action.
24	(2) Intervention.—



1	(A) In General.—On receiving notice
2	under paragraph (1)(B), the Commission shall
3	have the right to intervene in the action that is
4	the subject of the notice.
5	(B) EFFECT OF INTERVENTION.—If the
6	Commission intervenes in an action under para-
7	graph (1), it shall have the right—
8	(i) to be heard with respect to any
9	matter that arises in that action; and
10	(ii) to file a petition for appeal.
11	(3) Construction.—For purposes of bringing
12	any civil action under paragraph (1), nothing in this
13	Act shall be construed to prevent an attorney gen-
14	eral of a State from exercising the powers conferred
15	on the attorney general by the laws of that State
16	to—
17	(A) conduct investigations;
18	(B) administer oaths or affirmations; or
19	(C) compel the attendance of witnesses or
20	the production of documentary and other evi-
21	dence.
22	(4) Venue; service of process.—
23	(A) Venue.—Any action brought under
24	paragraph (1) may be brought in the district

court of the United States that meets applicable



1	requirements relating to venue under section
2	1391 of title 28, United States Code.
3	(B) Service of Process.—In an action
4	brought under paragraph (1), process may be
5	served in any district in which the defendant—
6	(i) is an inhabitant; or
7	(ii) may be found.
8	SEC. 7. EFFECT ON OTHER LAWS.
9	(a) Federal Law.—Nothing in this Act shall be
10	construed to impair the enforcement of section 223 or 231
11	of the Communications Act of 1934, chapter 71 (relating
12	to obscenity) or 110 (relating to sexual exploitation of chil-
13	dren) of title 18, United States Code, or any other Federal
14	criminal law or any State criminal law regarding obscenity
15	or the sexual exploitation of children.
16	(b) STATE LAW.—No State or local government may
17	impose any civil liability for commercial activities or ac-
18	tions in interstate or foreign commerce in connection with
19	an activity or action described in section 5 of this Act that
20	is inconsistent with the treatment of such activities or ac-
21	tions under this Act, except that this Act shall not pre-
22	empt any civil action under—
23	(1) State trespass or contract law; or
24	(2) any provision of Federal, State, or local
25	criminal law or any civil remedy available under



- 1 such law that relates to acts of computer fraud or
- 2 abuse arising from the unauthorized transmission of
- 3 unsolicited commercial electronic mail messages.

### 4 SEC. 8. STUDY OF EFFECTS OF UNSOLICITED COMMERCIAL

- 5 ELECTRONIC MAIL.
- 6 Not later than 18 months after the date of the enact-
- 7 ment of this Act, the Federal Trade Commission shall sub-
- 8 mit a report to the Congress that provides a detailed anal-
- 9 ysis of the effectiveness and enforcement of the provisions
- 10 of this Act and the need (if any) for the Congress to mod-
- 11 ify such provisions.
- 12 SEC. 9. SEVERABILITY.
- 13 If any provision of this Act or the application thereof
- 14 to any person or circumstance is held invalid, the remain-
- 15 der of this Act and the application of such provision to
- 16 other persons or circumstances shall not be affected.
- 17 SEC. 10. EFFECTIVE DATE.
- The provisions of this Act shall take effect 60 days
- 19 after the date of the enactment of this Act.

