

FTC Moving Ahead on Federal Anti-Spam Rule Review

The Federal Trade Commission is considering changing its rule enforcing a federal anti-spam law.

FTC staff plans to send a recommendation to the commission on potential changes by December, the agency said Oct. 17 in the Trump administration's fall [regulatory agenda](#).

The FTC sought public comment last year on the costs, benefits, and regulatory impact of the existing rule to carry out the Controlling the Assault of Non-Solicited Pornography and Marketing (CAN-SPAM) Act, which regulates commercial emails.

The rule helps determine whether an email is commercial and prohibits sending commercial emails more than 10 business days after a consumer opted out of receiving them.

The FTC had asked whether it should reduce the 10-day opt-out period and whether it should expand the categories of messages that qualify as transactional messages.

Agency staff also plans to send by December a recommendation on a rule aimed at combating telemarketing fraud. The Telemarketing Sales Rule requires sellers to disclose the costs and conditions of the advertised goods and sets payment restrictions.

The FTC amended the rule in 2015 partly to bar telemarketers' use of four payment methods that the agency says are favored by scammers.