

## Client Alert

### **Announcement of the Ministry of Trade on Commercial Communication and Commercial Electronic Messages**

According to the Regulation on Commercial Communication and Commercial Electronic Messages (the "**Regulation**"), recipients' approvals for commercial electronic messages must have been registered with the Commercial Electronic Message Management System (the "**CEMMS**") by 1 December 2020.

On 30 November 2020, the Ministry of Trade announced that the deadline for service providers to register with and upload recipients' consents to the CEMMS was postponed due to COVID-19's impacts on daily life. Accordingly;

- Deadline for uploading consents by service providers who hold over 150,000 consents, was postponed to 31 December 2020. Accordingly, relevant recipients' deadline to review their consent was postponed to 15 February 2021.
- Deadline for uploading consents by service providers who hold 150,000 or less consents, was postponed to 31 May 2021. Accordingly, relevant recipients' deadline to review their consent was postponed to 15 July 2021.

Please contact us if you need further information regarding the CEMMS and relevant legislation.