

Dear Editor

We refer to Mr Chin Kee Thou's letter, "Too long a wait to unsubscribe to SMS marketing alerts (Sept 6).

We would like to reassure Mr Chin that all customer information provided to banks is strictly confidential and protected under the ambit of the banking secrecy provision stipulated under Section 47 of the Banking Act. Our member banks protect and safeguard the confidentiality of customers' information when conducting business activities.

While the Spam Control Act mandates a 10-day period where the advertiser has to act upon a request to unsubscribe the recipient, most banks strive to achieve this within a significantly shorter period.

We thank Mr Chin for his feedback.

Ong-Ang Ai Boon, Mrs
Director
The Association of Banks in Singapore