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**CASE: Discourage bad business behaviours by non-response**

We can appreciate the distress that Mr Goh Theng Kiat ("Family plagued by florists when father died", ST Forum, Dec 15) and his family must have felt when florists' obtained personal information to solicit orders for wreaths from his family's friends and relatives following the death of his father.

This is clearly unacceptable as the florists are attempting to capitalise on the bereaving family's unfortunate situation to tout for business. It is also insensitive to the feelings of the deceased's family and only adds to their emotional distress.

We will continue to collect public feedback regarding touting by florists or other vendors in similar circumstances. We are working with the relevant authorities to review the action to be taken and to increase the level of protection on personal information of individuals.

Meanwhile, consumers can play a part in discouraging bad business practices; the best way to do it is by not responding to or not patronising businesses that do so.

For advice on consumer issues, the public can reach us through our hotline 6463 1811.

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Executive Director  
CASE