

## NEW JERSEY ASSEMBLY BANNING TEXT MESSAGE ADVERTISEMENTS



Earlier this week, the New Jersey Assembly has recently approved a bill that will be used as a way of banning text message advertisements from being allowed in the state of New Jersey. It is believed that this bill will likely end up becoming a law for the state. With the new legislation in place, messages would be banned that could possibly cause charges. The assemblyman, Paul Moriarty, said that when a person or company sends out an unsolicited text, they do not know whether they are causing the other person to incur a charge on their bill and feels that they should be held responsible for their actions when they choose to send these messages. Moriarty made it a point to discuss the fact that there are so many people who already receive unsolicited messages in the form of cell phone and house phone calls, junk mail, and even spam that gets sent to their e-mail address. He said it is always annoying and frustrating to receive these types of messages and wants to make sure there is a ban put on text message advertising because if there is not some control put on it, it will simply get out of control and will become just as bad as spam e-mail and junk mail that gets sent to the home. Moriarty says that people need and deserve to have some sense of privacy. He feels that too often, people have their privacy invaded because people are constantly sending some sort of message, whether it is through e-mail or some other aspect. Moriarty argues that it is simply nefarious and says that they may be his personal opinion but there are others who agree with him as well. Another assemblyman, Ruben Ramos, said that certain text message advertisements can end up costing the consumers, especially since text messages can be charged to their account, even if they simply received a message and did not send one out. A lot of these advertisements end up leading the consumers to websites that simply want more information, which is basically called phishing. People are constantly complaining about these unwanted text messages and are tired of having to deal with them. Ramos says that these people need not be ignored and should instead be protected so that they do not receive these message or end up having to pay out of their own pocket because of the unsolicited messages they are receiving via text. With the new bill in place, the different mobile companies would also be responsible for letting their customers block out both incoming texts and outgoing text messages as well if that is something they wish to do to avoid receiving such messages. [Click here](#) to find out which Advertising jobs are available in New Jersey.

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