



BLOCKING PERFTECH BULLETINS: THE EASY WAY

It has been suggested that to inhibit the display of an in-browser bulletin, a subscriber merely has to block access to the web server from which the bulletin is delivered. It must be realized, however, that doing so results in effects that lead to a miserable browsing experience. In addition, the Bulletin System detects that delivery of a bulletin has been blocked by the subscriber. The easy, painless way to preclude receiving bulletins is simply to opt out.

More on Opt-Out

ISPs create bulletins and define categories of bulletins. For example, metered-usage alerts may be one category, severe weather alerts another, service events another, etc. In addition, ISPs choose to allow or disallow opt-out on a per category basis. While ISPs generally allow opt-out for most categories, such as those mentioned above, there may be categories where opt-out is not desirable—for example, for bulletins warning of virus detections, violations of terms of service, or for FCC-mandated acknowledgments. When allowed, an obvious opt-out 'button' is placed within the bulletin, making it easy for the subscriber to opt-out immediately. Note that PerfTech's opt-out mechanism does not rely on cookies, is maintained at the network level, and *is* permanent *per* category.

For the Record, After Millions of Bulletin Deliveries

PerfTech's experience gained from delivering millions of bulletins over an eight-year period demonstrates that the vast majority of subscribers appreciate receiving timely notifications regarding their service. It also occurs not infrequently that a subscriber who opted out, after further consideration, phones their ISP to opt back in. For those subscribers who, for any reason, do not wish to receive bulletins, the opt-out mechanism is simple, effective, and completely respects their wishes.