

From: 'Robert L. Vaessen' <Redacted to protect privacy >
Subject: **Re: Complete this Telecom Survey NOW and receive a FREE Food Coupon!**
Date: April 18, 2006 16:40:15 MDT
To: Redacted to protect privacy <Redacted to protect privacy@aafos.com>
Cc: Redacted to protect privacy

Redacted to protect privacy -

Thanks for the response.

I already know why I received the survey email.

Unfortunately, your response does very little to address my concerns or the fact that AAFES (in giving my email address to a third party) has violated its own stated privacy policy. Since I can no longer expect you to keep my personal information (including my email address) private, I am left with no alternative. I have just unsubscribed from the AAFES newsletter at this time (Hopefully that will prevent further release of my personal information). Unfortunately, I have no way of ensuring or knowing that 'Zoomerang' will purge or not release my email address (and any other personal information) to anyone else.

You blew it. You've breached my trust, and failed to correct the problem.

You claim that you've taken every precaution possible... I find that extremely hard to believe. It wouldn't have been very difficult to simply 'not give away my email address'. It seems to me that you don't get it. The only thing a spammer needs in order to harass me is my email address. There are plenty of PHP scripts for surveys available on the internet (Google: "php survey scripts" = <http://answers.google.com/answers/threadview?id=311751>), and many of them are free. You didn't have to give away your customers email addresses to a third party.

You could have asked me to participate in a survey without giving my email address to a third party. You could have asked me to provide my email address before giving it away to 'Zoomerang'. Instead you chose to ignore your own policy, violate my trust, and put my personal information in the hands of a third party without my consent. Can I have your home phone number? (Redacted to protect privacy) I promise not to give it to any direct marketing firms...

You want some feedback? Stop breaking your own privacy policy. How can you strengthen customer relationships by breaking your agreements

- Robert Vaessen
Previously trusting customer.

(p.s. So far I've refrained from mentioning this 'incident' at my web site. I was giving you the benefit of the doubt. I thought that you would take the opportunity to correct the situation, but you've failed to even apologize. I'll definitely be writing about this on my web site (over 197,000 visits last month), and I won't be praising your apology, your reaffirmation to customer privacy, or a sincere commitment to correct your mistake.)

On Apr 17, 2006, at 16:11, Redacted to protect privacy wrote:

Dear Mr. Vaessen,

We appreciate your concerns regarding the survey and its validity.

This is an AAFES Telecom Survey intended to determine how best we can serve you, our valued customer, in meeting your current and future telecommunication needs. We have taken every precaution possible including non-disclosure agreements and email data base control. Our

agreement with Zoomerang is for us to purge the email listing when the survey has been completed. No information, beyond the email address required to conduct the survey, has been provided. The survey information will not be matched with any email address but will be collected on a group basis for evaluation of products and trends.

We highly value you as our customer and it is not our intent to jeopardize the relationship we have built. The survey will provide us with customer feedback that will allow us to strengthen our relationship by offering relevant products.

Please accept our apologies for any inconvenience this may have caused.

Sincerely,

Redacted to protect privacy

Project Manager