Abstract

The present disclosure relates to the embodiments of this present invention of methods, apparatuses, services and systems to complement and reinforce compliance to Do Not Call (DNC) Registry and Spam Control Act, by creating One-stop solution, facilitating individuals' searches for organisations to opt in and/or opt out of marketing messages and providing past transactions history on requests to opt in and/or opt out of marketing messages, using a secured platform with classified directory of businesses and service provider portal for organisations and individuals, which includes but not limited to web-based, electronic, mobile, online and/or offline applications, to create, update, manage and maintain digital databases, including personal data records of the general public users, who are individuals and/or consumers and corporate data records of organisations, especially regarding the DNC Registry under the Personal Data Protection Act (PDPA) in Singapore and similar laws in other countries and states, so as to facilitate the flow of mutual trust, convenient communication, database management, such as updates on contact information by individuals and organisations, individuals requests to opt in and/or opt out of consent to be contacted by organisations, while organisations can manage their marketing messages lifecycle, such as advertisements, discounts, promotions, promotional codes, electronic brochures, electronic coupons, electronic forms, such as feedback, membership, lucky draws and surveys, using an online network management system, which can be accessed freely by public and this platform portal connects individuals, such as users or consumers and organisations in a more accurate, accessible, efficient, transparent, time-saving, up-to-date, secured, convenient and comfortable communication environment between the individuals and organisations.

FIG. 1