the name and address of that individual from all lists of names and addresses used by a promoter of skill contests or sweepstakes by submitting a removal request to the notification system established under subsection (c).

(2) RESPONSE AFTER SUBMITTING REMOVAL REQUEST TO THE NOTIFICATION SYSTEM.—Not later than 35 calendar days after a promoter receives a removal request pursuant to an election under paragraph (1), the promoter shall provide the exclusion of the individual's name and address from all lists of names and addresses used by that promoter to select recipients for any skill contest or sweepstakes.

(3) EFFECTIVENESS OF ELECTION.—An election under paragraph (1) shall remain in effect, unless an individual (or other duly authorized person) notifies the promoter in writing that such individual—

"(A) has changed the election; and"

"(B) elects to receive skill contest or sweepstakes mailings from that promoter.

"(e) PROMOTER NONLIABILITY.—A promoter shall not be subject to civil liability for the exclusion of an individual's name or address from any list maintained by that promoter for mailing skill contests or sweepstakes, if—

"(1) a removal request is received by the promoter's notification system; and"

"(2) the promoter has a good faith belief that the request is from—"

"(A) the individual whose name and address is to be excluded; or"

"(B) another duly authorized person.

"(f) PROHIBITION ON COMMERCIAL USE OF LISTS.—"

"(1) IN GENERAL.—"

"(A) PROHIBITION.—No person may provide any information (including the sale or rental of any name or address) derived from a list described under subparagraph (B) to another person for commercial use.

"(B) LISTS.—A list referred to under subparagraph (A) is any list of names and addresses (or other related information) compiled from individuals who exercise an election under subsection (d).

"(2) CIVIL PENALTY.—Any person who violates paragraph (1) shall be assessed a civil penalty by the Postal Service not to exceed $10,000 per violation.

"(g) CIVIL PENALTIES.—"

"(1) IN GENERAL.—Any promoter—"

"(A) who recklessly mails nonmailable matter in violation of subsection (b) shall be liable to the United States in an amount of $10,000 per violation for each mailing to an individual of nonmailable matter; or"

"(B) who fails to comply with the requirements of subsection (c)(2) shall be liable to the United States.

"(2) ENFORCEMENT.—The Postal Service shall assess civil penalties under this section.

(b) TECHNICAL AND CONFORMING AMENDMENTS.—The table of sections for chapter 30 of title 39, United States Code, is amended by adding after the item relating to section 3016 the following:

"3017. Nonmailable skill contests or sweepstakes matter; notification to prohibit mailings.

(c) EFFECTIVE DATE.—This section shall take effect 1 year after the date of enactment of this Act.