

April 16, 2004

Federal Trade Commission
CAN-SPAM Act
P. O. Box 1030
Merrifield, VA 22116-1030

Re: CAN-SPAM Act Rulemaking - Project No. R 411008

To the Commissioners:

I am in favor of your efforts to curb the problem of unsolicited bulk email. However, I am worried about the proposed requirement for merchants to keep suppression lists.

There are many costs and problems associated with this idea, and so much damage could be done to both consumers and businesses. Therefore I feel you must consider this matter very carefully.

The use of suppression lists will seriously damage many of the legitimate publications available on the Internet. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

These are not the people who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

There's also the potential for significant harm to consumers, because it's hard to know their intent when they unsubscribe from a list. On top of that, these consumers names on the suppression lists could easily fall into the hands of spammers. This would lead to more spam instead of less.

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CAN-SPAM seemed like a great idea at first until I realized all the potential problems it could create. I feel it would seriously hinder my right to receive the emails I want while not eliminating the ones I don't. Just because I opt-out of one program doesn't mean I don't want to know about others!

I sincerely hope you will see why the suppression lists are a bad idea

Respectfully,
Barbara Ross
Delaware, U.S.A.