

Re: CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

While your efforts to curb the problem of unsolicited bulk email are admirable, I am concerned about the proposed requirement for merchants to maintain suppression lists.

There are so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike, which in turn will have a negative effect on the economy in whole, that I feel I must urge you to consider this matter most carefully.

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

They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect with a correspondingly negative effect on the economy.

What happens if these suppression lists are hacked by spammers? This will defeat their purpose. Also what about possible harm to consumers who may be denied access to something they are interested in. I already loathe my ISP trying to decide what mail I should receive.

It appears to me there are a lot of potential problems with this proposal and I hope you will reconsider it and explore other options.

Sincerely,

Mark McCollum
North Carolina

