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April 15, 2004

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

To the Commissioners,

I am as eager as you to curb the problem of unsolicited bulk email. However, I am concerned about the proposed requirement for merchants to maintain suppression lists and the costs associated with this idea, and 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 like myself who require permission from the consumer prior to adding them to any list. I've invested considerable time and effort in a new online business and this ruling could put me out of a business.

There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

I was quite surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation.

Respectfully,

*Donna Smallin*  
Donna Smallin  
Phoenix, AZ

Please do not move forward with regulations that will impede legitimate businesses.

Thank you.