

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

To the Commissioners:

Thank you for your efforts to curb unsolicited bulk mail, or as we know it SPAM. This is a serious problem that faces all who regularly logon to the net. However, there is a part of the proposed requirements that seems like it will be quite counter-productive, and in the end will actually cause more SPAM. That is the requirement for merchants to maintain suppression lists.

I feel certain that this will effectively close down my legitimate Internet business. The problems and costs associated with this idea will inflict great damage to consumers and businesses alike. I implore you to consider this matter very carefully.

We are using a method of business generation that is legal, ethical and accepted and used by the consuming public. The implementation of this requirement will do great harm to the many entrepreneurs who require permission from the consumer prior to adding them to any list. They are not the ones CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

There is 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.

The potential problems for consumers and legitimate, ethical businesses this ruling could cause are staggering. We urge you, as strongly as we can, to reconsider the implementation of this requirement in light of the serious and devastating effects it could have on Internet commerce.

Respectfully,



Glen M. Owens  
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