

From: Dominick Vigliotti

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

To the Commissioners,

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

There are many legitimate business entities who use email to advertise their products to people who request to be put on their mailing lists. These businesses will feel the brunt of this ruling, while the spamming entities will simply find new loopholes within a short period of time.

There are so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike, that I feel I must urge you to consider this matter most carefully.

Requirement of the use of suppression lists will seriously hinder many of the legitimate publications available on the net. My specific concern is for harm to publishers who market their products strictly to consumers who request to be put on their mailing lists.

These publishers are not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect. Just the loss of tax revenue from these publishers alone should be of enough concern to merit your reconsidering this ruling.

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 in light of these problems,

Respectfully,



Dominick Vigliotti  
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