



UK

April 16th 2004

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

To the Commissioners,

I just had to write to let you know that whilst I welcomed your recent laws to curb the problem of unsolicited bulk email I am very concerned about the proposed requirement for merchants to maintain suppression lists.

When you take a step back and look at the big picture it is easy to see that the problems and costs involved with this new law, should it be implemented, would not only damage businesses but would also dramatically affect the consumer, therefore I feel I must urge you to consider this matter most carefully.

It seems inevitable that many of the legitimate publications that are available on the Internet will be seriously damaged if they are required to use suppression lists. My biggest fear is the harm this will cause to publishers who require permission from the consumer prior to adding them to any list.

These publishers are not who CAN-SPAM was designed to put out of business, but this requirement will more than 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.

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,

Michael Triggs.