



April 15, 2004

Federal Trade Commission/Office of the Secretary
Room 159-H
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580

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

To the Commissioners,

I appreciate your efforts to reduce the problem of unsolicited bulk email. However, I am most concerned with 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, that I feel I must urge you to consider this matter most carefully.

Requirement of the use of suppression lists will cause a seriously hardship and harm on legitimate publications available on the net. My specific concern is for the hardship and harm to publishers who adhere to the law and 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 proposed requirement will very likely cause that effect.

There's also the potential for significant hardship and harm to consumers, because of the problem of properly knowing their intent and the effect when they unsubscribe from a list.

Consumers who unsubscribe from a publication that contain various resources, that they later desire from another source, would be blocked from receiving information on those resources as well.

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,

A handwritten signature in cursive script that reads "Mariana Mitchell".

Mariana Mitchell
Illinois, United States