

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

To the Commissioners

You are to be commended for your efforts to curb the problem of unsolicited bulk email.

However, the proposed requirement for merchants to maintain suppression lists is not practical and will work a hardship on small business on the 'Net..

There are too many problems and costs associated with this idea, and much damage will be done to consumers and businesses alike.

I 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 the damage done to publishers who require permission from the consumer (we call it opt-in lists) prior to adding them to any list.

These people are not who CAN-SPAM was designed to put out of business. However this requirement will likely do it.

There's also the potential for significant harm to consumers, because of the problem of not properly knowing when they unsubscribe from a list.

You have not considered ...and it is likely, that these suppression lists will fall into the hands of spammers, leading to more spam instead of less.

You have not considered the impact on small business people on the "Net and the potential problems this ruling could involve. We're just trying to make a living.

I urge you in the strongest possible terms to reconsider its implementation in light of these problems: PLEASE, PLEASE, PLEASE consult with the small business people on the 'Net BEFORE you go ahead with this bill.

Respectfully,  
  
Charlene Horn  
Whittier, CA USA

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