

Federal Trade Commission
CAN-SPAM Act
Post Office Box 1030
Merrifield, VA
22116-1030

4/16/04

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.

This idea will create many problems and a great deal of costs that will damage law abiding, innocent businesses that are simply trying to pursue a legitimate living on the internet. It will also cause potential harm to the consumers whom this law is supposed to protect. That is why I urge you to consider this matter very carefully.

The CAN-SPAM Act is supposed to stop illegal mass spammers. However, the requirement of the use of suppression lists will seriously damage a large percentage of the legal, useful, desired publications that are presently available on the internet. The result of this act could very likely put many of the totally legitimate publishers, both large and small, out of business. This is surely *not* the intent of the CAN-SPAM Act, but will very likely have that effect.

Consumers will obviously be adversely affected by no longer having these legitimate and desired publications available to them. Additionally, these required suppression lists could very easily fall into the hands of illegal spammers, and this will certainly lead to more spam being sent to consumers instead of less.

These are just some of the potential problems that this ruling could involve, so I urge you in the strongest possible terms to reconsider it's implementation.

Thank you for your attention

Respectfully,

Jeffrey Hirschtick
California, USA

