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April 15, 2004

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

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

Attention Commissioners,

I'm so thankful for your goal and care to put a stop to the problem of unsolicited bulk email. I'm totally with you there. But I have been greatly disturbed and concerned about the proposed requirement for merchants to maintain suppression lists.

I'm concerned about problems that would or could be developed and hidden costs that would appear with the proposed requirement for merchants to maintain suppression lists. I believe that honest businesses and consumers will be hurt by this. Many have worked real hard to develop good business and to have their business ruined in this way is not fair or right. There would be great loss to the consumer as well, people looking for great products and ideas in developing their own source of income. I want to encourage you to keep these people in mind who have worked hard and have been a source of help to those online seeking good products and opportunities. Please give this your deepest thoughtful consideration with careful insight for the welfare and good of others online.

Having to use the suppression lists will have very negative results and hurt and even seriously damage many of the honest businesses, publications etc that have been and are now online. One great concern is for the publishers who would now need to get permission from the consumer before adding them to any kind of list.

These honest workers online will be hurt and even be out of business, I don't believe this is what CAN-SPAM is all about. I believe CAN-SPAM is there to protect the honest business man but the reverse effect will or could happen. How would we reverse the problem that would be created?

What about those consumers, they too will feel the blow of this because of the uncertainty or the problem of not knowing their intent when they unsubscribe from any list? What about those spammers will they really be CANNED? They very well could get hold of the suppression lists and create even more spamming. More thought needs to go into solving this problem. Haste is not the answer but careful minds seeking the right answer to get the one who is the problem.

When I heard about your suggested idea and ruling I was and am taken back by what could happen here negatively to the honest person online. I just want to express to you my great concern to tread carefully and consider what would happen negatively here. I don't believe you want to hurt or harm but to protect. Please reconsider since many problems would or could occur. Right now you have the power to relent. Thanks so much for listening to my heart beat and concern for all entrepreneurs and consumers alike.

Respectfully Submitted,

Terry Hall
ALBERTA, CANADA