

000460

BRIDGEWORKS
PUBLISHERS
"Build a Bridge to a Better Future"

April 14, 2004

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

To the Commissioners,

Your efforts to curb the problem of unsolicited bulk email are much appreciated. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

The problems and costs associated with this idea are numerous, and so much damage will be done to consumers and businesses alike, that I feel I must urge you to consider this matter most carefully.

I am not condoning the use of spam in any way. However, there are businesses using email legitimately and respectfully, in ways that benefit their customers.

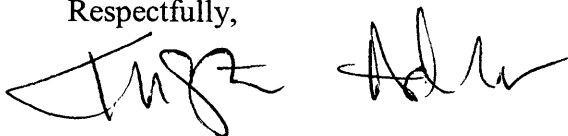
Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

There's 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 am very concerned with, and surprised by, the potential problems this ruling could involve. I urge you in the strongest possible terms to reconsider its implementation in light of these problems.

Respectfully,



Kristen Adler
New Mexico, USA