

000701

**Miami, April 15th, 2004**

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

**To the Commissioners,**

I wish to thank you for controlling and dealing with the problem of unsolicited bulk email. Nevertheless, I am deeply worried about the so far proposed requirement for us merchants to keep and maintain suppression lists.

My concern is due to the fact that there is a great deal of problems and high costs associated with the proposal not to mention the harm that could be done not only to consumers but to businesses as well. That is why I kindly request that you deeply review said proposal to detect same.

The idea of the need to use suppression lists will deeply harm many if not all the legitimate online publications, specifically those publishers who require that the consumer to give his consent before being added to any list.

CAN-SPAM was designed to put attack and deal with other kind of people but will inevitably have a negative effect on legitimate businesses.

Further more, potential harm can also be assessed to consumers themselves, since there is a requirement for them to know their exact intent when unsubscribing from a given list. Needless to say, the suppression lists themselves can fall into the hands of spammers, being another source of spam instead of a solution to it.

As you may see this ruling could possibly have negative effects. This being said I kindly request for you to deeply reconsider it's implementation.

Best Regards, most respectfully,

Respectfully,



**AL BRAVO  
FLORIDA, USA**