

There is, however, one segment of Internet Marketing that might be feasible for using the suppression list application, Broadcast Marketing.

I have only seen information from one of these companies, but I assume they all operate in a similar fashion. The advertiser sends the ad to the broadcast company and requests a certain number of calls and the area to cover. The broadcaster uses his list of phone numbers for the requested area. If the advertiser receives a call to remove someone's phone number, he in turn calls the broadcaster to remove the number. That number is removed from broadcaster's lists. This removes the number from all future broadcasts that are made from this broadcast company, but it would still be on all of the other broadcaster's lists.

In this case, the list would, most likely, not create a hardship on either the advertiser or the broadcaster, and the request would not have come from someone other than the party who owned the phone number.

Internet Spammers have been known to send all sorts of false mail, including using someone else's information to unsubscribe from something that the party who had actually opted in still wanted to receive.

I realize how important it is to have some type of regulation to control Spam on the Internet. It is hard to concentrate on building a legitimate business when you have to spend hours removing Spam and porn out of the Inbox. Most days, on average I find that 80 to 90 percent of the incoming mail is pure Spam.

But, please, do not penalize the real sellers and buyers by making restrictions that will put those of us who are legitimate marketers out of business, which is what will happen if the suppression list, as put forth at the present time is made into law.

Respectfully,

*Imogene Bell*

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