

BIG BANG PROMOTIONS & MARKETING

Phone: (03) 5480 2277 : Mobile: (0407) 67 44 00

International Phone: +613 54802277 : International Cell Phone: +614 07674400
P.O. Box 987, Echuca, Victoria, 3564, Australia.

Wednesday, 14 April 2004

Federal Trade Commission / Office of the Secretary
Room 159-H
600 Pennsylvania Avenue, N.W.
Washington, D.C.
20580



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

To the Commissioners,

I applaud and welcome your efforts to curb the problem of unsolicited bulk email (SPAM). However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

There are huge problems and costs associated with this idea, and so much damage done to consumers and Businesses alike, that I feel I must write to you and urge you to consider this matter very very carefully.

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

They are NOT the ones who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect. And it still will not put out of business the SHONKY operators.

There's also a great 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. Defeating the whole purpose of CAN-SPAM.


You can read a more detailed explanation of my concerns here: www.InsiderSecretsCoaching.com

I was quite surprised and disturbed at the potential problems this hasty ruling could involve, and urge you in the most special and strongest possible terms to reconsider its implementation in light of these and other problems,

I am a law-abiding citizen and ethical and moral entrepreneur businessman. It seems that this ruling will have the most effect on people like myself. Those unethical and immoral people who DO condone and use SPAM will not be hugely affected by this ruling. SPAM will not be stopped or cut down considerably this way.

I believe that the best way to CUT OUT or CUT DOWN SPAM is by the education of the children (future users) and newbies (new users) of the email media. An ethical and moral way to go about emailing and using the internet or something along those lines.

Most Respectfully,



Brian Lord

Fax: (03) 5480 6654 ; International Fax: +613 54806654
E-mail: ble@mcmmedia.com.au ; Web Site: (Under Construction)
219 High Street, Echuca, Victoria, 3564, Australia.

