

000473



April 14, 2004

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

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

To FTC:

Your efforts to curb the problem of spam and unsolicited bulk email have been welcome. However, I am concerned about the proposed requirement for business owners to maintain suppression lists.

There are many problems and costs associated with this idea that I urge you to consider this matter most carefully.

Requiring suppression lists will damage many of the legitimate publications available on the Internet, specifically, publishers who require permission prior to adding readers and customers to any list.

These businesses are not the ones that the CAN-SPAM law was designed to put out of business. However, this requirement for suppression lists will very likely have that disastrous effect.

The proposed rules do not help business owners to properly know the intent of consumers when they unsubscribe from a list. These suppression lists could also easily fall into the hands of spammers, leading to more spam instead of less. Finally, the complexity of complying with the law when email messages are forwarded (an intrinsic practice with email communication) is particularly troublesome.

I strongly urge you to reconsider implementation of this requirement in light of these problems.

Respectfully,

A handwritten signature in cursive script that reads "D. Barnwell".

Denise Barnwell

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