



Tooliedotter Press

April 16, 2004

Federal Trade Commission/Office of the Secretary  
Room 159-H  
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Washington, D.C. 20580

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

To the Commissioners:

I applaud your efforts to curb the problem of unsolicited bulk email. As a new Internet merchant, I am studying the requirements for the use of email both as a marketing vehicle and as a courtesy to my customers. However, I am concerned about the proposed requirement for merchants to maintain suppression lists. There are so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike, that I feel I must urge you to consider this matter most carefully. Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the Internet.

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 the CAN-SPAM legislation 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. Not all persons who unsubscribe from lists are willing to submit the reasons, and not all merchants are equipped to handle this task. It places an undue burden on small businesses that are trying to make a living in an already tough environment. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

I was quite surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems. Please revisit the issues, and write a law that makes sense.

Respectfully,

Jocelyn Garner

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