

Michael Lipp

REDACTED PERSONAL INFORMATION

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

To the Commissioners,

I am opposed to spam and I appreciate your efforts to curb the spam problem. I use email as fundamental to my business and I always give people the option to opt out. To me, my integrity is fundamental to my website business. My purpose in using email is to establish trust and credibility with those who want to receive it. And yes, included in that message are opportunities to make purchases, but that is viewed by my network as a service. Therefore, I am concerned about the proposed requirement for merchants to maintain suppression lists.

There are so many problems and costs associated with this idea. In asking me to publicize suppression lists, I feel there is a serious violation of people's privacy. I believe there is the possibility of doing much damage to consumers and businesses alike. I 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 net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

These are *not* the people who CAN-SPAM 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. 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 I urge you in the strongest possible terms to reconsider its implementation in light of these problems,

Respectfully,

Michael Lipp
New Jersey, USA