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April 13, 2004

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

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

To the Commissioners,

While I certainly would love to curb the amount of spam I get, several 100 emails per day, I am quite 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 net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

They are not 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 unfortunately end up in the hands of spammers... thus leading no doubt to even more spam.

I was quite surprised at the potential problems this ruling could involve, and strongly urge you to reconsider its implementation due to these problems,

Respectfully,



John Martel
New Age Web Marketing
Massachusetts