



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

To the Commissioners,

From : Barrington Paige - CEO Paige Bookkeeping

000812

As a small business owner, who uses permission based marketing, affiliate programs and online newsletters.

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

I for one use paid advertising and have paid advertising in my newsletter, based on what I read about this new rule, I would have to have access to their suppression lists and them to mine.

There are so many problems and costs associated with this idea, 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're 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 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,

Respectfully,

Barrington Paige
Barrington Paige

CA, USA