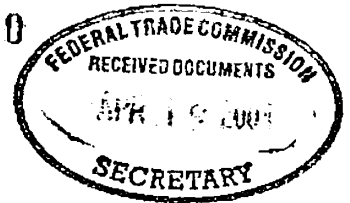


000960



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

Carmen Nelson  


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

To the Commissioners:

As you are, I too am concerned about unsolicited bulk e-mail. I am glad that efforts are being taken to curb the most offensive problems (pornography, scams). I do not believe that all advertising e-mail is damaging or unwarranted, just as most regular mail is not. I welcome "useful" commercial e-mails, just as I do the coupons and mailings I receive at my home, since they save me money and time when researching specific products or services. In addition, I sign up for (and sometimes unsubscribe from, for my own personal reasons) various newsletters as my interests change.

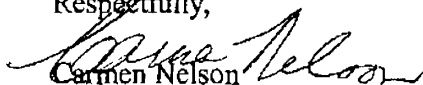
I am concerned about the proposed requirement for merchants to maintain suppression lists. There are so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike, that I feel I must urge you to consider this matter most carefully.

Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the 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,

  
Carmen Nelson  
Florida, USA