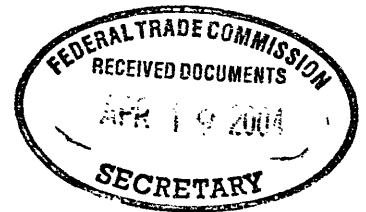


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Re: CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

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 am also concerned by the many possible interpretations of the wording used in this law:

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. An example of a legitimate publication would be a newsletter, which is only sent to those who have subscribed to it or in other words consented to receive the electronic message. Not all but a majority of these newsletters can be interpreted as commercial messages, where the publisher promotes products related to the nature of their internet or brick and mortar business. My specific concern is for harm to publishers who require permission from the consumer for each type of product or brand name mentioned in a newsletter 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,

Laura Massey  
Florida USA