

*Mary Austin*

[REDACTED] or [REDACTED]

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

To: the Commissioners  
FROM: the little guy

I acknowledge that we need help to stop the tons of spam that clogs up email for everyone. But PLEASE don't hurt legitimate marketers in the process.

The proposed requirement for merchants to maintain suppression lists is ludicrous, impossible for the small marketer and it won't stop the spammers. Already it is difficult just to get personal emails to people because of the spam filters used by many ISPs.

To require the use of suppression lists will seriously damage many of the legitimate publications available on the net. It would harm 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.

This is well-intentioned but would be disastrous. It's like throwing out the baby with the bathwater.

If you would put your efforts into tracking down spammers and doling out strong punishments instead of adding more rules and regulations, the public would be better served.

Respectfully,

*Mary Austin*

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