

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

Commissioners,

I'm glad you are making efforts to solve the problem of unsolicited email. What about pop ups that cant be stoped? Some days I take 1 or 2 hours to get to what's really important in my mail. However, I am concerned about the proposed requirement for merchants to maintain suppression lists. It is a very impractical idea due to the many problems and costs associated. I feel there must be a better solution and I ask 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.

On top of that, these suppression lists could easily fail into the hands of spammers, leading to more spam instead of less.

I am surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation, and look for a better solution.

Respectfully,

Monica Alsina Santiago -  
Chile