

April 16, 2004

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

To the Commissioners,

Thank you for your efforts to curb the problem of spam. However, I disagree with the proposed requirement for merchants to maintain "suppression lists." The problems and costs associated with implementing, maintaining and using suppression lists will damage the legitimate uses of email for commerce.

Requiring the use of suppression lists will damage most Internet publications, causing harm to publishers who would require permission from the consumer prior to adding them to any list. These legitimate business uses of email are not what CAN-SPAM was designed to harm or possibly put out of business.

There also is the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list.

Please be aware of the great possibility that suppression lists will probably fall into the hands of spammers, leading to more spam instead of less.

I sincerely ask that you reconsider its implementation.

Sincerely,

*Steven G. Price*

Steven G. Price

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[REDACTED]