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

To the Commissioners,

As a heavy user of the internet and internet-based electronic mail, I applaud and support all efforts to reduce the amount of unsolicited bulk email. However, as the owner of a small internet business, I am concerned about the proposed requirement for merchants to maintain suppression lists.

There are at least two problems caused by such a list:

1. It is difficult to know what causes an individual consumer to unsubscribe from a particular list. Consequently, the consumer may not necessarily want to refuse future mailings from legitimate publishers.
2. The suppression lists can seriously damage many of the people who publish the kind of information that the internet community expects from this medium. My own business allows users to send mail to others about my website. It's how I gain publicity - user to user. I currently adhere to all of the CAN-SPAM requirements (unsubscribe feature, Postal Address, etc.) but the need to submit to a suppression list would require additional, more complicated and more expensive mailing procedures and could make it substantially more cumbersome (and therefore less likely to occur) for friends to communicate to friends about my website. I don't think I'm the kind of mailer that CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

I am writing this letter to urge you in the strongest possible terms to reconsider the current/proposed regulations in light of these problems,

Respectfully,


Ralph P. Pratt
ARIZONA - USA