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From The Desk of:
Robert Norton, President

4/15/04

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

To the Commissioners,

I have been a CEO for over 15 years and 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. **This type of system will clearly not have an impact on spam and will involve enormous costs for all companies already practicing only permission based marketing.**

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 vote against this matter in the strongest terms.**

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 will certainly fall into the hands of spammers, leading to more spam instead of less. **These people will use any compiled list traveling over the Internet, which they can easily intercept, to add to their own databases.**

It is very clear that this ruling would cause more problems than it will solve. Other methods to track down and purge spam are required. I think industry will provide solutions but think **enforcement of the existing new laws should be the priority of the government today.** Cutting off spam from offshore sources by limiting the ability to put millions of emails on the net is a solvable technical problem, where enforcement outside the U.S. is not.

Respectfully,

Robert Norton
President C-Level Enterprises
Milford, Massachusetts

Sincerely,

Robert Norton

68 Whitewood Road, Milford, Massachusetts 01757

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