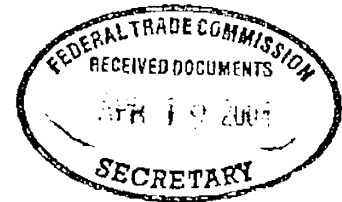


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Ed Casselman
[REDACTED]
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[REDACTED]

15 April, 2004

To the Commissioners,

I 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.

As our business relies solely on advertisement through requested emails, I find it difficult to imagine trying to read through a suppression list to find if the person that actually requested the information be sent to them is on such a list. This would mean that we could be prosecuted and/or fined for sending email advertisements to a person that requested the information be sent to them in the first place.

Through the years I have learned that some individuals will find a classified net ad, request information concerning that advertisement, and then after deciding that they have no interest, complain to the ISP that they are being spammed by the sender. The ruling authority should recognize the fact that is happens daily on a nationwide/global scale.

I believe that if a person wants to 'opt out', that ten days is sufficient time for the sender to remove that person from thier mailing list. To require a sender to update his 'do not email' list daily would drastically interfere with the senders ability to conduct business in a cost efficient and timely manner. 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 consider this matter most carefully.

There are people out there that are genuinely interested in searching for a program that could better their financial position in life. There people are potential customers and partners in business. Severe regulation amd implementation of suppression lists will not only hinder our ability to use email as a tool of business, but hurt the potential customers ability to recieve information about legitimate financial programs that could possibly help them to advance themselves in life.

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.

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

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

I was quite surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems.

Respectfully,

A large black rectangular redaction box covering the signature and name of the sender.