

**SIES Services**

Secure Internet E-commerce Sites and Services

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

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.

I personally send out a email newsletter, when my subscribers request the newsletter, they are asked to reply and if they do not then they are not on the list. I feel that this double opt-in gives both me and the subscriber an advantage, if they did not personally sign up then they are in complete control - and on the other hand I get a clean list one that wants my newsletter.

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.

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 like myself who require permission from the consumer prior to adding them to any list.

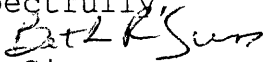
We are not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

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 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,



Beth Siess  
Kansas USA