

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

To the Commissioners,

I appreciate the idea behind the efforts to control unsolicited "junk mail". However, I am concerned about the requirements for merchants to maintain suppression lists that are currently being proposed. I feel I must urge you to consider this matter most carefully, as well as from all angles. Including those of serious, and honest business people.

There are so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike. Enforcing the use of suppression lists has a huge potential of seriously damaging many of the legitimate publications available on the net.

The main concern here is of causing great harm to publishers who require permission from the consumer prior to adding them to any list. I fully understand that they are not who CAN-SPAM was originally designed to target and put out of business, but this requirement will very likely cause that precise effect.

The potential for significant harm to consumers is not one to take lightly, because of the problem of properly knowing their intent when they unsubscribe from a list. Even worse, these suppression lists could easily fall into the hands of spammers. This could easily lead 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,

Stan Stauffer

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