

April 14, 2004

Federal Trade Commission
CAN-SPAM Act
PO Box 1030
Merrifield, VA 22116-1030

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

To the Commissioner:

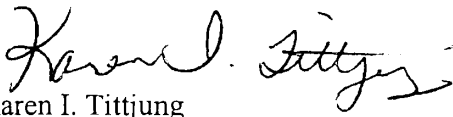
I must write to you to express my concern over the proposed requirement for merchants to maintain suppression lists. While I am very happy to see efforts to curb the problem of unsolicited email and, of course pornography, this idea has many problems and costs associated with it. There could be so much damage done to consumers and businesses alike, I feel very strongly that I must urge you to carefully consider this matter.

The required use of suppression lists will seriously damage many of the legitimate publications available to the public on the internet. The specific area of my concern is for harm to publishers who require permission from the consumer prior to adding them to any list. These people are not who CAN-SPAM was designed to put out of business. This requirement will probably have that effect.

Consumers are also subject to the potential for significant harm because of the problem of properly knowing their intent when they unsubscribe from a list. In addition, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

We need to put rules in place that will stop the bad without causing serious harm to the legitimate opportunities that are available on the internet. I strongly urge you to reconsider the implementation of this rule in light of these problems.

Respectfully,


Karen I. Tittjung


USA