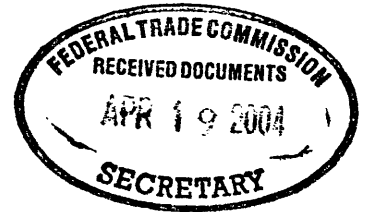


000949



CAN-SPAM Act Rulemaking, Project No. R411008

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.

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 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 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 handwritten signature in black ink, appearing to read "Randy Sutton".

Randy Sutton  
Illinois, USA

PS I realize you will have seen this letter before. I am merely stating by using this letter that I whole heartedly agree with the more experienced marketers that I model after and work with.

Don't let it be said that I choose to have others speak for me rather than I choose to add my voice to responsible marketers wishing for a more viable solution to the spam problem.