

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.

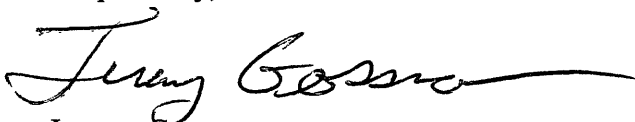
They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

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.

You can read a more detailed explanation of my concerns here: Legitimate business owners on the internet are already providing easy ways for persons to unsubscribe from email lists that they had once opted for. If the ability is given to consumers to opt out whenever they want from someone emailing them the problem is handled. If this ability is not given that is where problems can occur. But if someone has made a purchase from a business that business need to have the freedom to email their customer about updates, specials and information until the customers asks to be removed.

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,



Jeremy Gossman