



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

To the Commissioners,

I commend your efforts to curb the problem of Unsolicited bulk email (SPAM). I hate it for myself and would never impose it on my customers, past, present, or future. However, I am concerned about the proposed requirement for merchants to maintain Suppression lists. I am a small business owner with a brick and mortar company, embarking on e-commerce for my business. This requirement would all but make it impossible for me to market outside my local area by hamstringing potential partners in marketing efforts.

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 Please, 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. These are people working to reduce SPAM. This is an area of interest to me and I have searched diligently to associate with publishers of integrity that reflect my values.

They 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. This wonderful emerging technology is complicated I know, but Please error on the side of hard working business people of integrity, who want to find an answer to the SPAM problem more than anybody.

I was quite surprised at the potential problems this ruling could involve, and I urge you in the strongest possible terms to reconsider its implementation in light of these problems.

Respectfully,

A handwritten signature in black ink that reads "Don Merrell". The signature is written in a cursive style with a large, sweeping initial "D".

Don Merrell