Re: CAN-SPAM Act Rulemaking, Project No. R411008   April 14th 2004

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.

As a newly established website owner this could very easily put me out of business, not only by the costs involved but the time and effort this would place upon me in trying to implement the requirements. I made this investment because jobs are so scarce in Cowlitz County, and this action could place even more people out of work whom are struggling just to make ends meet. Also, it has been my own experience with spammers that these are people not willing to follow rules and regulations by any means, they often send their emails utilizing ones own email address. Moreover, much of the spam comes from outside the United States. Will these new proposals deal with them as effectively?

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,
Ron Danielson
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Longview, WA. ██████