

Re CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

I hate spam and appreciate your efforts to control it. But, I am concerned about the proposed requirement for merchants to maintain suppression lists. This idea, would be extremely expensive and probably unworkable. Requiring the use of suppression lists will seriously damage many 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 may very likely have that effect. The potential also exists 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. When I heard about the potential problems this ruling could involve, I was quite distressed and urge you to reconsider its implementation in light of these problems,

Respectfully,

A handwritten signature in black ink, appearing to read "Tim McMahon". The signature is fluid and cursive, with a long horizontal stroke at the end.

Tim McMahon
Richmond Virginia