

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.

You can read a more detailed explanation of my concerns Here:

[[Your URL with the long form letter here]]

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,

As I feel that the web is the ultimate Opportunity for the average individual to build a business With limited outlay of capital; and since both the President And President Elect are trying to stimulate the economy, This proposed ruling would have an adverse effect on those

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Small business owners and force many to abandon their Attempts at building a business if opt-in mail becomes so Restrictive, and costly as a way of doing business. This Project No. R411008 would be contrary to the wishes of Both the President and President Elect in their efforts to Stimulate the economy.

Respectfully,



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