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

To the Commissioners,

I commend you on your efforts to limit the issue 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.

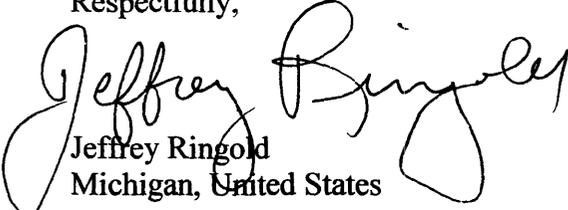
Requirement of the use of suppression lists will seriously damage many of the legitimate email courses and newsletters available on the net; hurting small and large businesses alike, as well as potentially destroying the ability for consumers to receive the information that they request.

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.

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,

  
Jeffrey Ringold  
Michigan, United States