

BELLAVI SMALL BUSINESS MARKETING CONSULTANTS

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.

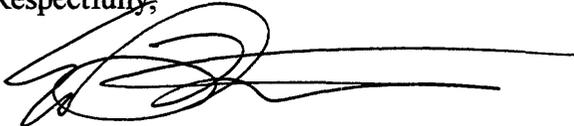
They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

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.

At a time when our economy needs small businesses to succeed it is imperative that you not strangle our ability to communicate online with potential customers. The majority of us are already following strict guidelines to prevent anyone who does not want to receive email from us to simply make that request and they are immediately and permanently removed from our mailing lists. Don't punish the law-abiding small businesses because of a few unscrupulous "bad apples" who will still find ways to get around these rules.

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,



Eva Ferguson
From Plano, TX USA