



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

To whom it may concern,

I think your efforts to stop the problem of unsolicited bulk email is noble, but I am concerned about the proposed requirement for merchants to maintain suppression lists.

Legitimate email marketing is 1) is OPT-IN only, and 2) allows subscribers to easily & efficiently unsubscribe... two points ignored by "spammers".

Spammers will also IGNORE the suppression lists. Unsolicited email will not be curbed in any way.

Suppression lists WILL NOT stop email abusers (online pharmacies, porn websites, etc). They will simply ignore the lists and they are next to impossible to track down....especially since most operate outside the US.

We have invested heavily in building a large OPT-IN database of pharmacy professionals who want to hear from us periodically – we provide an excellent and legitimate service. Requirement of the use of suppression lists will seriously damage our business.

We are not who CAN-SPAM was designed to put out of business, but these new 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.

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,

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