

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

To the Commissioners,

Legitimate on-line businesses are a growing sector of our economy. There is a potential for proposed legislation to ham-string the whole industry, which provides valuable services and information to many customers.

It is tricky, and difficult to slow down the senders of unsolicited bulk email, much less stop them, but please be careful not to kill the entire crop of on-line businesses in your laudable effort to stamp out the pests.

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.

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,


Judith Schwader
Washington
U.S.A.