

Mark Thompson



RH15 ODQ.
UK

14th April 2004

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

To the Commissioners,

Firstly, I'd like to thank you for your efforts to curb the problem of unsolicited bulk email. I am, however, 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 customers and businesses alike, that I feel I must urge you to consider this matter very carefully.

Requirements 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 customer prior to adding them to any list.

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

There is also the potential for significant harm to consumers, because of the problems 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, I urge you in the strongest possible terms to reconsider its implementation in light of these problems.

Respectfully

A handwritten signature in black ink, appearing to be 'Mark Thompson'.

Mark Thompson

