

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



000769

To the Commissioners,

I appreciate your efforts to solve the problem of unsolicited bulk email. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

This Idea could damage consumers and businesses alike, that I feel I must urge you to consider checking this matter real carefully.

This requirement of the use of suppression lists will seriously damage and destroy many of the legitimate publications available on the net. Like health article, news, special event and so forth. 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,

So please look at this real carefully because this could put A lot of honest and respected business that do everything they can not to spam out of business.

Respectfully,

Alex Rodriguez  
FL, US