

600856



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

To the Commissioners,

Your efforts to curb the problem of unsolicited bulk email are commendable. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

The problems associated with this idea can be very costly and damaging to legitimate business owner and consumers alike. Therefore 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 legitimate, information-bearing publications that have been asked to be received 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. Will this not in reality, lead to further spamming by those who choose not to follow the law?

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,

Dave Gieber 4/15/04

Dave Gieber
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