



**CAN-SPAM Act Rulemaking, Project No. R411008**

Federal Trade Commission/Office of the Secretary  
Room 159-H  
600 Pennsylvania Avenue, N.W.  
Washington, D.C.  
20580

To the Commissioners,

Congratulations on your efforts to attack the problem of Spam (unsolicited bulk email).

Unfortunately, I am troubled by the proposed requirement for merchants to maintain suppression lists.

There are so many problems and costs associated with this idea, and so much potential damage will be done to consumers and businesses alike, that I feel I must urge you to consider this matter most carefully.

Any requirement for 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.

Businesses that operate from the permission based perspective are not who CAN-SPAM was designed to stop, 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 instead of less spam.

I was quite surprised at the potential problems this ruling may cause, and urge you in the strongest possible terms to reconsider its implementation in light of these.

Respectfully,

A handwritten signature in cursive script that reads "Patrick Rice".

Patrick Rice  
Executive Vice President