

Safety Education Group

Simple, effective approaches to personal safety

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FEDERAL TRADE COMMISSION
RECEIVED DOCUMENTS

APR 19 2004

SECRETARY

April 14, 2004

Re: 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

Dear Commissioners:

As you have undoubtedly learned by now, the amount of unsolicited bulk email being sent is staggering. Something **MUST** be done to address this problem or it will continue to grow—and eventually it will destroy email as a useful tool for business people such as myself who use it to stay in touch with our customers.

One element of R411008, however, causes me great concern. That is the proposal that merchants be required to maintain suppression lists.

The publishers of legitimate electronic newsletters will incur extensive costs and numerous technological problems in order to try to maintain up-to-date suppression lists.

Legitimate publishers are **NOT** the people that CAN-SPAM was designed to put out of business, but requiring suppression lists will very likely have that effect.

It's likely that requiring suppression lists will hurt consumers as well.

Firstly, with the required use of suppression lists causing many publishers to "shut down their presses," the number of legitimate electronic newsletters available to Internet users will be reduced.

Secondly, many readers will be not understand the full consequences of opting-out from receiving information about a particular brand, and they will thereby unintentionally "unsubscribe" from newsletters that they in fact wish to continue receiving.

And finally, given the nefarious mindsets of spammers, it seems likely that they will get their hands on publishers' suppression lists and use them to send even **MORE** spam!

The problems your ruling could unintentionally create are far reaching, and I urge you in the strongest possible terms to reconsider its implementation.

Respectfully,



Steven J. Rollison
Worthington, Ohio, United States