

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

To the Commissioners,

I appreciate your efforts to stop the problem of junk email. But, I'm concerned about the proposed requirement for merchants to maintain suppression lists.

As a small business person, I realize that so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike, that I'm asking you to STOP THIS REQUIREMENT.

The Requirement of the use of suppression lists will be so costly that it could put legitimate publications out of business. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

I completely understand the SPAM problem and I want to separate the email I ask for from the email that is rudely sent out to millions.

Lets not penalize legitimate publications - especially when customers ASK for their email. They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

I'm glad to see your efforts to help with this problem and I'm sure you don't want to see good intentions cause worse problems then they are trying to solve.

Respectfully,

Mark Flourney
California, USA

