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JACKIE N. FOWLER

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April 14, 2004

Federal Trade Commission
CAN-SPAM Act
Post Office Box 1030
Merrifield, VA
22116-1030

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

To the Commissioners,

I appreciate your efforts to stop the problem of unsolicited bulk email. I am, however, just as concerned about the proposed requirement for merchants to maintain suppression lists.

There are so many problems and costs associated with this idea. My concern is the tremendous damage that will be done to consumers and businesses alike. Please consider all the many aspects that requirements such as these will incur.

Requirements of the use of suppression list seriously damage many of the legitimate publications available on the internet by increasing their costs in software, management, time, and manpower; by requiring permission from the consumer prior to adding them to any list. Consumers suffer these same cost effects, in that what

information can now be received free, will have to be paid for as a membership or subscription. I personally receive several legitimate publications currently. If the businesses pass on the cost to the consumer, which I feel sure will happen, unless they go out of business; I will no longer be able to receive them. As this is just one aspect of the proposed requirement's problems, please consider this matter carefully.

These legitimate publications are not who the CAN-SPAM Act was designed to put out of business, but this requirement will very likely have that effect. What happens if the suppression lists fall into the wrong hands? Into the hands of the spammers? It is not always clear in knowing the intent when one unsubscribe from a list.

There are many potential problems this ruling could cause. Please reconsider implementing this act.

Very truly yours,

Jackie N. Fowler
GRAND PRAIRIE, TEXAS, USA