

To the Commissioners,

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

There are so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike, that 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.... those who require permission from the consumer prior to adding them to any list.

The use of suppression lists will force me to notify the ezines I'm running my ads in to suppress the address of the person who unsubscribes, so that person would not receive any of these ezines, which could well be their favorites.

If I'm required to notify the affiliate program I advertised to suppress that person's email address from their lists and that person is an affiliate for one of those programs, it could cost him/her some good affiliate commissions.

In either case, Internet Marketers' privacy policy prohibits them from sharing an opt-in's private information.

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.

I visualize this requirement as possibly increasing SPAM, and doing nothing to reduce the SPAM that is already clogging our inboxes, since these suppression

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lists could easily fall into the hands of spammers,
leading to more, instead of less.

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,

Norma Morarie
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