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April 14, 2004

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

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

To the Commissioners,

Thank you for trying to curb the problem of unsolicited bulk email. But the proposal for merchants to keep suppression lists is of great concern to me.

Please reconsider this proposal. It's not only costly, but will have adverse impact on consumers and businesses.

There are many legitimate publications out there—and I'm concerned that publishers who require the consumer's permission prior to adding them to any list, may cause them irreparable harm.

Please reconsider the impact this will have on legitimate publishers. I'm sure you don't intend to put these folks out of business—do you? I can't believe that CAN-SPAM would be so irresponsible. It's like throwing the baby out with the bathwater—so to speak. But if CAN-SPAM fails to take this into consideration, this requirement will no doubt have that effect.

Consumers can be harmed, too. They probably won't know the intent when unsubscribing from a list. Also, these suppression lists could be utilized by spammers if not properly guarded against. Fuel for fodder: we get a flood of unwanted spam again!

I am disheartened to know the potential problems this ruling could involve. Please reconsider its implementation in light of these problems.

Respectfully,

Sheila Keller