

Re: CAN-SPAM Act Rulemaking, Project No. R411008 To the Commissioners, Efforts to curtail the proliferation of unwelcome, unsolicited bulk email are worthwhile where they have a real effect and do not prejudice legitimate business. I understand, however, that it is proposed for merchants to be required to maintain email suppression lists. CAN-SPAM was implemented to put spammers out of business and yet the deluge continues. Legitimate marketers who conduct their business ethically, struggle to maintain contact and to provide requested information to their customers and prospects in the face of continuing clampdowns on the contact medium that provides them with their livelihood. I fear that, apart from the escalating costs likely to be associated with implementing and maintaining suppression lists, both consumers and businesses will suffer damages. In particular, those publishers who require permission from consumers before adding them to any list will be especially disadvantaged. The potential problems that this ruling could involve are far reaching. I urge you both respectfully and strongly to reconsider its implementation in the light of these problems. Your faithfully, Noel Springer QLD, Australia