

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

To the Commissioners,

I am concerned about the proposed requirement for merchants to maintain suppression lists. While I commend your efforts to curb the problem of unsolicited bulk email, this provision is troubling for small businesses. I suggest it be limited to people who mail to over 100,000.

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. As I read the provision, if I was to opt-out under one name and opt-in under another because my email server is changing, my address would be made available to every other mass mailer, among which there are many unscrupulous ones who might SPAM again.

Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

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. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

I urge you in the strongest possible terms to reconsider its implementation in light of these problems,

Respectfully,

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