

Re: CAN-SPAM ACT RULEMAKING, PROJECT NO. R411008

To: Federal Trade Commissioners,

I respect your efforts in trying to curb spam, unsolicited bulk mail, for 'innocent or sensitive' internet users. If you were protecting them from porn pictures or salacious language, that would be one thing but simply from 'bulk mail' that's pretty weak.

However, your efforts are touching on OVER KILL, by possibly requiring merchants to maintain suppression lists. Such a requirement touches on being spam in its own right, except that it is being done by a federal agency, namely, your own Federal Trade Commission and also, except, that it unwittingly, is directed at law-abiding, service and product providing internet businesses.

A requirement to set up and maintain suppression lists will, in fact, hurt reputable internet businesses. An undue amount of time and expense would be needed to maintain such lists, after all it's the law!! They won't dare make any mistakes around that.

There already are legitimate mail list providers who ONLY put 'OPT-IN' names on their lists. Your legislation might call attention of your 'protectees' to this already operative service. Your legislation might give some guidance as to how to find and benefit from these services. Your efforts in this area, instead of on suppression lists, would serve a double purpose.

So I ask you not to become a SUPER SPAMMER, in your own right, under FEDERAL auspices, in your efforts to protect 'innocent or sensitive' internet users. Please cancel out suppression lists from your CAN-SPAM ACT and put all of your effort and authority onto your original target: CAN-SPAM.

Sincerely,



Bill Tegeler

