

4/14/2004

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

To the Commissioners,

Please seriously reconsider your proposed requirements for merchants to maintain suppression lists.

Your efforts to get rid of SPAM are to be applauded, but the suppression list is an added layer of compliance that will only put legitimate businesses out of business, not the spammers.

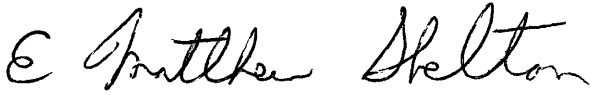
My business provides lots of valuable free content to consumers, by email. If someone wants to be removed from a list, then they are automatically removed, immediately. This system works, and works well.

An additional layer of compliance in the form of a suppression list will have no positive effect, but instead will make it very hard to legally get content out to the consumers who want it and have requested it.

Legitimate businesses do not send unsolicited emails, but legitimate businesses will be the ones hurt by this – it won't affect the spammers at all.

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

Respectfully,



E. Matthew Shelton
Atlanta, Georgia
USA

ps: Thank you so much for your help!