

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

To the Commissioners,

Unsolicited bulk e-mail is a problem, and I am in full support of your efforts to curb this type of advertising. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

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.

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

These publishers are not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

There is 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 was quite surprised and concerned at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems,

Respectfully,

Kathleen Garcia
Utah, USA