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Thursday, April 15, 2004

Federal Trade Commission
CAN-SPAM Act
PO Box 1030
Merrifield, VA 22116-1030

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

Commissioners,

Your efforts to curb the problem of SPAM in the form of unsolicited bulk e-mail are well-intentioned. I am, however, concerned about the proposed requirement for merchants/publishers to maintain suppression lists, and the inherent costs and dangers of doing so.

I urge you to consider this matter very carefully.

The requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the Internet. One concern is for harm to publishers and merchants who require permission from the consumer prior to adding them to any list.

It does not appear that legitimate publishers and merchants are who the CAN-SPAM Act was designed to put out of business, but this requirement will most likely have that effect.

An equally important (and likely result) is that these suppression lists could easily fall into the hands of spammers, leading to more SPAM instead of less.

In light of potential shortcomings, I urge you in the strongest possible terms to reconsider its implementation in its present form.

Respectfully,

John H. Wells
WebWise Design & Marketing - Owner