

Mark A. Williams



April 15, 2004

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

To the Commissioners,

Thanks for the effort to curb the problem of unsolicited bulk email. However, I am concerned about

the proposed requirement for merchants maintaining suppression lists.

Please reconsider this requirement. The aspect of the unintended consequences of the action will impact on consumers and business that are attempting to provide good customer communication. Please consider this matter very carefully.

Suppression lists will seriously damage many 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.

CAN-SPAM's intent is not to harm these businesses, but this requirement will very likely have that effect.

The possibility of harm to consumers, because of the problem of properly knowing their intent when they unsubscribe changes the decision making process for business and consumers. The potential of more spam occurring is quite real when spammers get a hold of the lists.

I was quite surprised 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,

A handwritten signature in cursive script that reads "Mark Williams".

Mark Williams

Georgia, USA