

Thursday April 15, 2004

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

To the FTC Commissioners,

Your efforts to deal with the problem of unsolicited bulk email are important and necessary. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

There are so many problems and costs associated with this plan, and so much damage done to consumers and businesses alike, that I urge you to reconsider this matter carefully.

Requirement of the use of suppression lists will seriously damage many of the 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.

They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

There's 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 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.

It is my opinion that this ruling could otherwise severely damage the flow of information important to maintaining the viability and continued growth of a crucial area of our economy.

Respectfully,



Robert A Reed

