

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

To the Commissioners,

While I applaud your efforts to curb the problem of unsolicited bulk email I am, however, 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 that I must urge you to consider this matter most carefully.

Requiring the use of suppression lists will seriously damage many of the legitimate publications that are 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.

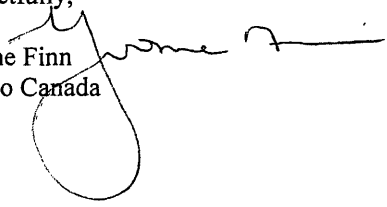
They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

There's also the potential for significant harm to consumers, because of the problem of properly knowing what their intentions are 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.

One solution would be to have more punitive repercussions for those who are found guilty of spamming. My feeling on the matter is, that until and unless this intrusive, costly and annoying practice is treated as the crime that it IS, those who benefit from UCE will not take the MATTER SERIOUSLY.

I was quite surprised at the potential for even greater problems that this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems,

Respectfully,


Yvonne Finn
Ontario Canada