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Federal Trade Commission
CAN-SPAM Act
Post Office Box 1030
Merrifield, VA

Kattem, 2004-04-15

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

To the Commissioners,

I really approve your efforts to curb the problem of unsolicited bulk email. I am much concerned, however, about the proposed requirement for merchants to maintain suppression lists.

This idea results in so many problems and costs, and will do so much damage to consumers and businesses, that I feel I must urge you to consider this matter most carefully.

To require use of suppression lists will seriously damage many of the legitimate publications available on the net. I am especially concerned about the harm done 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.

Also there are the possibilities for significant harm to consumers, caused by 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,

Respectfully,

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