

4/17/04

Federal Trade Commission/ Office of the Secretary
Room 159-H
600 Pennsylvania Avenue, N.W.
Washington, D.C.
20580

000931

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

To the Commissioners,

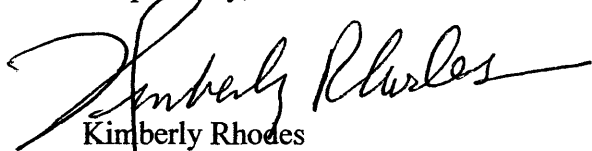
This is in response to the Project No. R411008. While I understand your desire to control unsolicited bulk email, I am afraid that this project as describe will have an adverse effect on legitimate business owners. It can also have significant adverse effects on consumers as well. This is due to the proposed requirement for business owners to maintain suppression lists.

First and foremost this requirement will damage legitimate business owners who do not SPAM consumers. My immediate concern is for harm to publishers who require permission from the consumer PRIOR to them being add to any list. While CAN-SPAM is not intended to harm them it will likely do just that.

There are additional problems as well. One, potential consumers may suffer significant damage because of not knowing specifically why they unsubscribe from a list. What's worse is now the suppression list may fall in the hands of spammers, who won't follow the law and create additional havoc by spamming those on the suppression list.

The potential problems that this ruling involves are tremendous. I again applaud your desire to reduce if not eliminate the spamming problem. However, in my opinion this as written is not the answer. I strongly urge you to please look at Project No. R41108 and reconsider its terms for the good of consumers and legitimate business owners.

Respectfully,


Kimberly Rhodes

