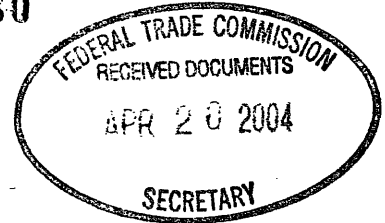


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CAN-Spam letter to FTC 4.16.04



CAN-SPAM Act Rulemaking, Project No. R411008

Federal Trade Commission, CANSPAM Act,
Post Office Box 1030, Merrifield, VA 22116-1030

To Whom It May Concern:

Concerning the recent changes in the CAN-Spam laws, it amazes me that a government of a free country would even be involved in whether a simple email should be a criminal offense or not. While men die overseas to spread freedom throughout the world, business people in the model country for freedom must concern themselves with a government that is willing to destroy one of the best marketing inventions of the century and reel it back to the days of small possibility.

As a consumer, I have subscribed to newsletters from sites that give great value in their newsletters and don't even receive them because my internet service provider assumes the right to dictate what emails I get and what I don't get. Like I don't even get to choose my own communications.

The solution as I see it is:

1. INDIVIDUALS manage their own lives in America as long as no harm is being done to others. That is FREEDOM.
2. As for the email problem, it's very simple. I'm certain someone like Bill Gates and other software geniuses could invent some software that in order to receive confirmation of their subscription, people must enter the email address specified by the sender at the time of subscribing into the software to allow emails through to them. Only then would people be able to confirm that they subscribed. If they don't, they don't get the emails. No emails come from addresses except that have been entered into the software, including friends, businesses, et al. HOW SIMPLE IS THAT?
3. AND, if a person does receive a newsletter that promotes ANYTHING within the newsletter and the person is offended, (they don't have to act on the information), ALL THEY HAVE TO DO IS UNSUBSCRIBE!!!! It's not a crime for a brick and mortar store to promote all kinds of different products in one store. Why would it be a crime on the internet?

And if the person is having so much anxiety over the few seconds it takes to delete or unsubscribe from the emails they receive, they might consider just having no email addresses in their software. Their friends might send them information they think is exciting sometime and get in trouble.

Let's not make America a place where everyday citizens must be fearful of communicating. Are we going to stop all commercial mail from coming through the postal service as well, especially promotions?

Sincerely,

Juanita Bellavance

Juanita Bellavance

