

001018

Pg 2 notes

Success!
Complaint Accepted. Thank you for your input.

Subject of Your Complaint: Direct Marketing-Telemarketing/Mail Order

Name of Company You Are Complaining About: Not Reported

How Did the Company Initially Contact You?: e-mail

Date Company Contacted You: 4-16-04 (MM/DD/YYYY)

Explain Your Problem: (Please limit your complaint to 2000 characters.): My problem is with the FTC in considering putting rules in place that would require the use of suppression lists that will affect anyone who promotes any products using email, including people who only send email to those who asked for it.

A requirement like this will pretty much spell the end for any promotion of affiliate programs through emails.
It will do serious damage to promotion of most non-affiliate products as well.

I wish to make crystal clear that these sorts of regulations would destroy legitimate businesses in doing business with consumers, while doing nothing to stop the problem CAN-SPAM was passed to address.

The FTC is considering this:
If a consumer has opted out from receiving commercial email from a particular company, and then receives a subsequent commercial email containing an ad for this company as well as ads for three other companies, does this violate the Act? If so, who has committed the violation.

The answer is no. It shouldn't violate the Act. This question scenario appears to be the basis for the suppression list, and this would be totally unjust, for it only would take one, to turn a person in for a violation that he or she would not be guilty of doing. The person turning the complaint in could also be a person that does a complaint just for their own personal gratification. Also who knows what type of a person who is doing this. The time it would take to clear a person of being accused of the CAN-SPAM, having to go thru the use of a suppression list rule would be very time consuming, and very unfair to have to be subjected to do so.

Thus this passing of the rule of the use of suppression lists should not be passed, and that is the bottom line.