

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

To the Commissioners,

I applaud your efforts to curb the problem of unsolicited bulk email. However, I am 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 I must urge you to consider this matter more carefully.

I currently subscribe to many newsletters and e-zines. Most of them contain some ads which I either read or skim. Information is what I seek and when I specifically request a certain publisher to send me his newsletter, I wish to receive it. Not have it deleted because one ad in that particular issue might mention another publisher/merchant that I previously opted out of because I was tired of his particular e-zine or did not have time for it.

Do you see the problem?

Requirement of the use of suppression lists will seriously damage many of the legitimate publications 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. I am also concerned for the consumer who has the right to receive e-mail requested.

These publishers are 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 harm to consumers, because of the problem of knowing their intent when they unsubscribe from a list. Then there is the possibilities of these suppression lists could 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,

Lila Shannon
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