



000419

April 12, 2004

Federal Trade Commission  
CAN-SPAM Act  
PO Box 1030  
Merrifield, VA 22116-1030

Members of the Federal Trade Commission

First let me express my appreciation of your efforts to effectively address the problem of spam and unsolicited commercial e-mail. I hope you are able to find a way to stop the deluge of unwanted email that clogs our inboxes daily.

I urge you to not place such tight restrictions on commercial email as to eliminate it as a source of useful information, but instead to do what you can to stop the proliferation of false, misleading, and unwanted email.

I find that most if not all of the unwanted email I receive will contain one or more of the following characteristics:

- ... Spoofed – It does not carry the name of the true sender, thereby leaving me no means of reply
- ... Misleading Subject Line – It will not disclose the content of the email
- ... Lack of ADV disclosure – It will not indicate that it is an advertisement
- ... Unknown – It does not come from a sender with whom I have either a membership, or a business relationship, or a basis for mutual communication
- ... Unwanted – It does not contain information that I desire or need to receive.
- ... Unable to stop – It either does not contain an address to request removal, or if removal is requested the request does not work or the sender merely puts my email address on more other unwanted lists and keeps sending spam

I would suggest that any vendor with whom I have done business within the last 12 months, or with whom I have an active account, or with whom I have a membership or relationship, should be able to send me a reasonable number of emails as long as they offer the ability for me to opt out of receiving those emails, but that beyond that email is not the place for unsolicited mass mailings.

Thank you for your efforts to address this difficult issue.

Sincerely,



R. Stephen Carmack,  
CEO