

000447

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

April 14, 2004

To the Commissioners,

I thank you for your efforts to stop unsolicited bulk email.

However, I am very much concerned about the proposed requirement for merchants to maintain suppression lists.

There are far too many problems and hidden costs associated with this idea, and so much damage done to consumers and businesses alike, that I feel I must urge you to please consider this matter most carefully.

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.

They're 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 significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily 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,



Stephen Stanley Shulenski


PS: PLEASE DO NOT HURT SMALL BUSINESSES. USE
CAN-SPAM TO STOP BULK MAILERS ONLY.