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

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

4/15/04

To the Commissioners,

I appreciate your concern about addressing the problems of unsolicited bulk email. But I am concerned about the proposed method of requiring merchants to maintain suppression lists. I think this proposal will create more problems than it will solve, with damage to merchants and consumers alike.

I urge you to find a better solution.

Many internet publishers are careful to only use double opt-in lists. A requirement for the use of suppression lists will seriously damage many of the legitimate publications available on the net. These legitimate publishers are not the ones CAN-SPAM was designed to put out of business, but this requirement will very likely have the same negative effect on all publishers.

Consumers may also be potentially harmed, because they will have difficulty clearly communicating the reasons they wish to unsubscribe from a list.

In addition suppression lists could easily fall into the hands of spammers, leading to more spam to consumers instead of less. I am concerned about the potential problems this ruling could create, and urge you in the strongest possible terms to reconsider its implementation.

Respectfully,


Benjamin B. Conley Florida, USA