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Freshwater
Isle of Wight
United Kingdom
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14th April 2004

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

To the Commissioners,

I truly believe that your methods to prevent the problems caused by unsolicited bulk mail will be a break through. But I am concerned that these proposals will affect legitimate merchants like myself. I have just started in this line of work, and it may mean that I will have to maintain suppression lists.

Apparently many of these rulings do not affect United Kingdom merchants like myself or other merchants **who operate within their own respective countries**, but a major amount of business is done over the Internet with citizens of the United States and we will be operating by using legitimate opt-in lists.

If these rulings go through in the way they are presently defined, they will cause great hardship. Also, if these rulings are administered the way they are presently proposed, how long will it be before every country implements their own codes of practice?

There will and are so many problems and costs associated with this idea, and so much damage will be done to consumers and businesses alike, that I feel I must urge you to re-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 that this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems,

Respectfully,

Marcus S Owen-Henson
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