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Marlee-Jo Jacobson  
20 East 9<sup>th</sup> Street Suite 15A  
New York City, N.Y. 10003-5944

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

To the Commissioners,

I applaud your efforts to curb the problem of unsolicited bulk email. However, the proposed requirement for merchants to maintain suppression lists seems irrelevant and counter productive. For example: we are in the managed futures business, <http://www.alwaysafemoneymetrics.com>.

Many people get involved with managed account services they do not need, yet they want information from other firms - this is true in any industry - just because someone was removed from another managed account list does not mean they would not benefit from receiving information from Always SafeMoney - If they do not want any information, it should be the receiver, NOT the government that makes the decision.

Your proposed 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.

In an attempt to restrict poor quality - you will also be restricting high quality - to me that seems foolish - a better way is to maybe ask people to include a statement in their bulk e-mail - that statement can say:

We are aware you asked to be removed from \_\_\_\_\_, however if your interest in \_\_\_\_\_ remains in tact, we thought you may find this information useful - If not, please forgive this communication and respond to be permanently removed from our mailing list.

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,

Marlee-Jo Jacobson/founder  
[www.sanctity.com](http://www.sanctity.com)  
[www.safemoneymetrics.com](http://www.safemoneymetrics.com)  
[www.alwaysafemoneymetrics.com](http://www.alwaysafemoneymetrics.com)