

Communication Resources

Dixie Elise Hickman, Ph.D.

14 April 2004

Federal Trade Commission
CAN-SPAM Act
P. O. Box 1030
Merrifield, VA 22116-1030

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

Dear Commissioners:

Hooray for your efforts to halt unsolicited bulk email! However, some of aspects of the proposed action may create problems even worse.

Requiring use of suppression lists may seriously harm legitimate publishers of information, including those publishers who require permission from the consumer prior to adding them to any list. Those are obviously not the CAN-SPAM targets, but they may become CAN-SPAM victims.

The wide-range repercussions may make me, as a consumer, a victim also. When I subscribe to several same-topic e-zines, I usually drop some, once I've determined my favorites. Their contents overlap, and they often make the same referrals. An unsubscribe to one may place me on the suppression list for others. I don't want to lose the information just because I want to limit the number of people making the recommendation.

Many times good ideas have not-so-good long-range ripple effects. You too may be surprised at the potential problems this ruling could involve. Please to reconsider its implementation in light of these problems.

Sincerely,


Dixie Elise Hickman, Ph.D.

