

~~000709~~
000709



**1858 Pleasantville Road #166
Briarcliff Manor, NY 10510
888-833-1725**

April 16, 2004

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

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

To the Commissioners,

I am writing today with concern about your proposed requirement to maintain suppression lists, in an ongoing effort to curb the problem of unsolicited bulk email. I understand your goal but I believe it will create unintended results which would be harmful to my business, and have far-reaching negative effects with respect to legitimate business operations.

Please consider this decision very carefully; the proposed regulations, as I read them, are not at all satisfactory. If I were to vote on it the way it stands, I would say "No way. Go back to the drawing boards with this one."

For example, 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.

Continued, Page Two

Page Two of Two
FTC/CANSPAM Act
April 16, 2004

As I read carefully the text of the proposed regulations, 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. Please change course on this one?

Respectfully,

A handwritten signature in cursive script, appearing to read "Nancy Boyd", with a long horizontal flourish extending to the right.

Nancy Boyd
President and CEO
Bright Wings, Inc.
Briarcliff Manor, NY