

000784

Untitled
CAN-SPAM Act Rulemaking, Project No. R411008
Federal Trade Commission
CAN-SPAM ACT
Post Office Box 1030
Merrifield, VA
22116-1030

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

Dear Commissioners,

I am fully supportive of the efforts of the Can-Spam legislation, and believe it will be a significant boon to legitimate businesses and their customers. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

Although the initial appearance of this rule would suggest an easy use of email recipients to remove themselves from all potential spam, I believe it will result in many problems and delays, while not really reducing the amount of spam they receive at all. While legitimate marketers and businesses will be put under significant financial and administrative pressures to not only act in accordance with the rule, but also maintain records of proper activity.

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 this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems,

Respectfully,

Joshua Caulfield
Rockville, MD USA

