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Friday, 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,

Congratulations on your work to curb the problem of unsolicited bulk email. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

There are so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike, that I feel I must urge you to consider this matter most carefully.

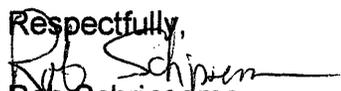
Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list ("opt-in" lists).

These folks are not those whose tactics and practices CAN-SPAM was designed to curb, however, this requirement may well have that effect.

There's also the potential for significant harm to consumers, because asking to unsubscribe from a list may not indicate their desire to be removed from ALL lists.

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,

Rob Schripsema
Lynden, Washington