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My feedback on the CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

I appreciate your efforts to deal with the problem of unsolicited bulk email. However, I am very concerned about the proposed requirement for merchants to maintain suppression lists.

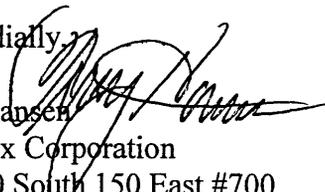
There are so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike. Please, I urge you to consider this matter most carefully.

The 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. Legitimate publishers already use some kind of opt-in/opt-out for their publications and lists.

They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

Please, please consider this issue carefully. Read and listen to the feedback you receive from legitimate publishers.

Cordially,


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