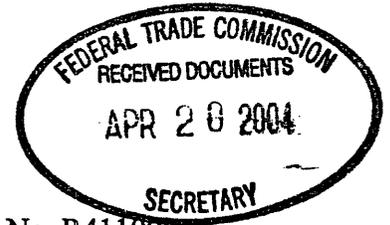


000981

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



To the Commissioners,

Thank you for the opportunity to give you my feedback on the Project No. R411008.

As a small business owner who has built her business on e-mail, I appreciate your efforts to curb the problem of unsolicited bulk mail. Spam hurts us all. However, I am concerned about the proposed requirements for merchants to maintain suppression lists.

My research and reading has showed me the myriad problems and costs associated with this idea, in addition to the amount of damage done to consumers and businesses alike, that I feel I must urge you to consider this matter most carefully.

Requiring the use of suppression lists will seriously damage many of the legitimate publications available on the net. My specific concern is the harm to publishers who require permission from consumers 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.

Consumers also could significantly suffer from act. There's simply no way to know exactly why consumers remove themselves 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,

A handwritten signature in cursive script that reads "Michele Wacek".

Michele Wacek
Small business owner - Creative Concepts and Copywriting
Arizona, USA