

000988

~~CONFIDENTIAL~~

Montreal, Monday, April 19, 2004



Natasha Vincent

Gift Planning Consultant
8627 Andre-Grasset
Montreal, Quebec
H2M 2L3

Telephone
(514) 388-9552

Fax
(514) 387-4146

E-mail
natasha.vincent@sympatico.ca

CAN-SPAM Act Rulemaking, Project No. R411008
Federal Trade Commission/Office of the Secretary
Room 159-H
600 Pennsylvania Avenue, N.W.
Washington, D.C.
20580

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

To the Commissioners,

Like all responsible Internet marketers and small/medium sized business owners who operate online, I applaud your efforts to curb the problem of unsolicited bulk email. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

There are many problems and costs associated with this idea all for little benefit.

So much damage is likely to be done to consumers and businesses alike and 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, such as my beauty related newsletter called "Locked Up". 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.

Most importantly, Commissioners, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less...thwarting your goals and not serving the community you seek to protect.

While made with good intentions, I'm shocked at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these challenges.

Respectfully,

Natasha Vincent
Montreal, Quebec

