

supression list letter.txt

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

To the Commissioners,

I understand your efforts to curb the problem of unsolicited bulk email. However, I am concerned about the typical government response to handling the problem... namely the proposed requirement for merchants to maintain suppression lists.

Nowhere else in the country subjected to such stringent regulation. In fact the United States Postal Services reason for existing is not service, but the fact that they put 15lbs of junk mail in my mailbox every week. I hate the stuff, the government feels no complusiou to protect me. All of a sudden, on the internet, I need protection. Strange indeed.

CanSpam hasn't worked, won't work, because the target, as with most government attempts to accomplish anything, is not Spammers, but honest people trying to do business on the internet. Hence, Bob Villa becomes an enforcement target, he has deep pockets, because someone forgot they subscribed to his mailing list while real spammers walk around with no fear what so ever. They're too much trouble to track down.

There are so many problems and costs associated with this idea, of supression lists 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.

They're not who CAN-SPAM was designed to put out of business, but supression lists are very likely to 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

real spammers, leading to more spam instead of less.

I wasn't really surprised to learn that supression lists were offered as a solution to the spam problem, since it is simple, misses the point entirely, and is typcal of what I come to expect from government agencies. The potential problems this ruling could involve are staggering, so I urge you in the strongest possible terms to reconsider its implementation in light of these problems.

It may be worthwhile to investigate who the special interests are behind this so called solution and ask the question: "How much do they stand to make thru implementaion of these proposed rules and how many small business owners will simply close shop rather than fight the system?" Of course, I believe that is, in fact, the exact reason for this whole excercise... The big money and companies behind this intend to corner the entire internet market as their own personal empire.

Respectfully,

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