

001015

April 17, 2004

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

To the Commissioners,

While I applaud your efforts in trying to solve the problem of unsolicited junk mail, proposed implementation of this act is a nightmare. The rules with regard to suppression lists are unworkable for legitimate businesses, and the way in which the Internet works on a day to day basis.

Legitimate businesses, such as mine, do require opt-in from their subscribers or buyers; however, they have no control after sending those messages--their customer or reader can rightfully (and wants to) forward those messages with their comments to someone else.

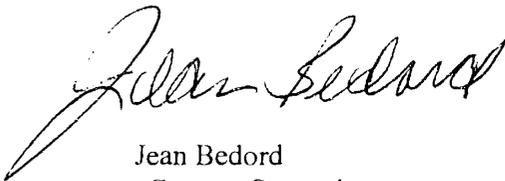
Creation of suppression lists in themselves become a source of spam, and perpetuates the problem. They become impossible to monitor, and when stolen are a very nice source of valid emails which can then be merrily spammed away, with the perpetrators disappearing into countries which have none of these laws.

Legitimate business selling on a commissioned basis to affiliates would be put out of business, because they can't comply with these totally unworkable requirements. And they become subject to very onerous penalties if an enthusiastic customer forwards an email which his friend may not recognize, and labels spam.

Don't try to over-regulate compliance....the technology moves too quickly for governmental bodies.

Thank you for your consideration

Respectfully,



Jean Bedord
eContent Strategies

