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

To the Commissioners,

I appreciate your determination to curb unsolicited bulk email. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

Please consider this idea carefully; it has the potential to damage, or eliminate completely, many legitimate business that depend on email for business and livelihood.

If you have opt in permission from the person (a consumer) by the email publisher, then you shouldn't have to deal with a suppression list.

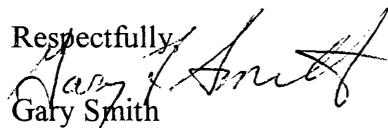
Almost every business entity now seeks the opt-in email address of its customers for obvious commercial purposes. Billions of dollars in business is going on online. It is the new economy of this country and the world.

I strongly suggest you take another look at possible solutions to the spamming problem so as not to damage or eliminate legitimate businesses. It looks like an unintended consequence that online businesses will be harmed.

Consumers will be harmed because they won't receive commercial information that they have opted in to get. I want to get commercial newsletters, infomercials, even some ads, that I have opted in to get.

This ruling is invasive and unnecessary and it probably infringes on basic freedom of the press. The government should not control what information is disseminated to the public. We the people, the consumers, have the technology in the form of browsers and other programs that already have filters you can use to stop email and never see it again.

I urge you to reconsider this ruling. If you must act, start with a lighter hand that is less invasive; and study the results carefully.

Respectfully,

Gary Smith
Georgia
United States Of America