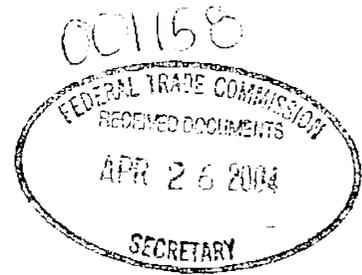


Steve Reynolds

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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,

I applaud your efforts to curb the problem of unsolicited bulk email (UCE). However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

Please don't add anymore email regulations. The email laws we have are adequate. I am a consumer and I find that most merchants who market on the Internet are very respectful of any desires I have had about not being maintained on their mailing list. It should be required of merchants to have a WORKING removal link for every message they send. I find that many marketers have removal links that don't work. The non-professional marketer is usually the ones that neglect this.

Now, some thoughts about human rights and ethics: Don't regulate everything as if I am a brainless consumer who can't decide for me what I want. These lists are not necessary. I think the present requirement for merchants to offer a way to opt out with an active link is good enough. As I see it, mandatory lists or anything else like it is reinforcing the consumer to not think for themselves. It also conditions them to think that giving up their individual rights is normal. The problem with the American consumer is they are becoming increasingly more dependent on external authority to make the decisions they should be making for themselves. Consumers, including myself here, are perfectly capable of dealing with the problem of UCE. There is plenty of good technology out here to stop them. I have control of it because it sits right here on my computer. I have a very effective spam blocker. I don't need your additional regulation to protect me from UCE.

You need to understand that the consumer is horribly misinformed and largely uninformed. Uninformed people will NEVER become the masters of their own fate. They WILL become slaves of someone else or something else, if not victims of their own fears, which media and others have convinced them they have. Please understand that consumers who want this regulation are frightened and they feel unrealistically helpless. They also have a habit of complaining without thinking through the issues because they don't have an effective thinking process. They haven't been taught one because they want things to be convenient and easy for them. The last two generations of people in this country are convenience seekers who solve problems by point and click with no thought process in between. (Please visit ANY of our public schools and really listen. You will see

what I'm talking about. I recommend you visit a math class where you will see this problem is particularly evident in our youth AND teachers.) It is a lot easier for consumers to complain to a government to solve a problem they don't think they can effectively deal with themselves. What's worse is they then complain that they have to pay taxes pay for the tasks they want you to do.

Now some thoughts about the practical aspect of this issue of lists: These lists you are considering merchants to comply with will be cumbersome and ineffective because many people change their email addresses often. Ask any merchant who uses email address verifier software on a regular basis. I know you are probably thinking that the "no call" land line non-digital telephone list (notice the distinction between land line and cell phones) has worked well and so it should work for email addresses. However, the internet is a totally different technological environment where people behave differently. People don't change their non-cell phone numbers nearly as often as email addresses. Also by adding more requirements for Internet marketers also increases the prices of merchandise bought by the consumer. So, in the end it is the consumer who gets hurt because the merchant has to cover the cost of complying with any regulations you place on them. And last but not least, you have UCE regulations in place. Don't add anymore. Please spend my tax money on enforcing what is in place. Do NOT spend my tax money trying to enforce a regulation that is ineffective.

  
Steve Reynolds  
Clinical Psychologist