

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

Dear Commissioners,

Your proposed changes seem justifiable and any legitimate internet business would have no problem cooperating with them.

However the Legitimate businesses are not the ones causing the SPAM problem. The SPAM problem is coming from private individuals who are taking advantage of the e-mail system, purposely disregarding the privacy of the consumers, likely attempting to Evade taxes and earn some cash on the side.

Your request: Require Any E-Mail sent Business to Consumer or Business to Business (including affiliate marketers) to include a Physical address. (A Post Office Box should suffice for those who do not wish to reveal home addresses.) This gives you the ability to contact the distributor outside the bounds of the internet, which touches on the real problem - Spammers are unreachable.

However, JUST requiring a physical address will be a futile effort because only those businesses who have no intention of SPAMing will adhere to the regulation anyways.

This does not solve the problem, it just makes everything more difficult for the people who are already doing it right and want to continue to do it right.

Instead, consider having an E-Mail verification code, much like an EIN number essentially, or a "Commercial Email License" for any business advertising with e-mails online. Require each business to register with the FTC for an "EMail license" using an EIN or SSN, Contact Name and a Physical Address. Require the registration # given to said business or individual to be located at either the top or bottom (bottom preferably) of any email they broadcast to 1 or more consumers. Then if consumers receive any unsolicited emails without Business codes, you can prosecute legally with no hassle.

Likewise if a consumer receives and Unsolicited email from a business WITH a registration, the FTC will be able to prosecute with no hassle even easier. Require any entity, individual or business, affiliate or marketer, who plans to send even 1 single email to 1 person for the purpose of 'advertising', required to register with the FTC (or another company) Make it a free registration and no Legitimate business or individual will complain, there will be no additional charges for a service that was created Free for that purpose specifically, and allow the FTC greater control over any

investigation or legal prosecution of any individual or company that has not registered and sends out ANY email, unsolicited, permission-based, or otherwise.

Require the Physical Address on all emails, so that the consumer always has the ability to mail a letter with a request to remove them from their database, without using an "Opt-Out" or "unsubscribe" form (since we now have a problem where SPAMers have been creating "Unsubscribe" links that actually do the opposite and collect email addresses to INCREASE their database.

Likewise, require any company with a 'email database manager' product to require every customer to request an E-mail license. It is very simple.

Ultimately you will find that the Internet Business community is much more willing to cooperate than you believe. From a business perspective, if we eliminate 'SPAM' our advertisements will be 10 times more effective! Greater turnover, less hassle, more profit. Let us, The People, and the FTC work together to remedy this problem, once and for-all.

Please take these words into careful consideration, and if you would like to discuss this, please give me a call ANY time: [REDACTED]
Or send an email to: [REDACTED]

Thank You.

Sincerely,

Tavis M McLaughlin
President
ADS Web Design & Marketing

[REDACTED]
[REDACTED]