Section A.1 -Email types should be broken down into 1) commercial, 2) transactional and 3) personal. You have defined transactional well; personal is best defined as from a friend or family member that you have not previously told not to send you email. The balance of all emails should be deemed commercial. In other words, all emails are considered commercial unless they are transactional or personal. This would eliminate the need to define everything so precisely and put the burden on most commercial entities to comply with CAN-SPAM.

Section E.2 - Forward-to-a-friend or tell-a-friend campaigns should not need to comply with CAN- SPAM with the exception of individuals sending emails to non-friends (simply because they are aware of their email address).

No one is obligating the initial friend to tell any of their friends. They do so on their own free will. Only if they send emails to non-friends simply because they have their email address, should they be labeled spammers.

The original sender of the email message (the commercial entity) should not be responsible for the opt-out, because they never received the original opt-in. That would require corporate entities to maintain massive lists of people who opt-out who never opt-ed in.

With Regards to the DO-Not-SPAM List (DNSL), two issues are readily apparent.

One is that email addresses are cancelled and "re-issued" within six month periods. If a prior email owner was on the "DNSL", how would the new email address be affected?

Secondly, if someone really wants to receive a newsletter from one source, how could they be on the "DNSL" list and still receive the newsletter from the favored entity?