

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Division of Privacy and Identity Protection

VIA FEDERAL EXPRESS
SIGNATURE REQUESTED

May 6, 2013

ResponseMakers
Eric Rothchild
11072 Lopez Ridge Way
San Diego, CA 92121

Dear Mr. Rothchild:

This letter concerns recent test-shopping contacts with your company by non-attorney staff of the Federal Trade Commission ("FTC"), a federal agency that enforces consumer privacy laws, including the Fair Credit Reporting Act ("FCRA").¹ These test-shopping contacts indicated that your company might be selling "prescreened" lists i.e., lists of consumers who

that the information you maintain on consumers may be used in connection with prescreened lists, and you must establish and maintain a notification system to permit consumers to opt out of