



In the Matter of Aaron's, Inc., File No. 1223264

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The Federal Trade Commission has accepted, subject to final approval, an agreement containing a consent order from Aaron's, Inc.

The proposed consent order has been placed on the public record for thirty (30) days for receipt of comments by interested persons. Comments received during this period will become part of the public record. After thirty (30) days, the Commission will again review the agreement and the comments received, and will decide whether it should withdraw from the agreement and take appropriate action or make final the agreement's proposed order.

stored on computer servers owned, controlled, and maintained by Aaron's. As a result, Aaron's maintained on its corporate server upwards of 100,000 Detective Mode messages containing covertly gathered consumer information. Finally, Aaron's provided franchisees with vital technical support about PC Rental Agent. For example, Aaron's published trouble-shooting advice about installing the program on rented computers and avoiding conflicts with antivirus software.

The proposed complaint alleges that, as a result of Aaron's practices, consumers were substantially harmed. It further alleges that Aaron's knew the data being gathered by Detective Mode could be highly intrusive and invaded consumers' privacy. This knowing support of franchisees' use of Detective Mode without notice to computer users

The order also contains provisions that require Aaron's to oversee and monitor its franchisees to ensure that th