

**UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION**

COMMISSIONERS: **Edith Ramirez, Chairwoman**
 Julie Brill
 Maureen K. Ohlhausen
 Joshua D. Wright

In the Matter of)
)
Atlanta Falcons Football Club, LLC,) **DOCKET NO. C-**
a limited liability company.)
)

)

COMPLAINT

The Federal Trade Commission, having reason to believe that the Atlanta Falcons Football Club, LLC, a limited liability company, has violated the Federal Trade Commission Act (“FTC Act”), and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent the Atlanta Falcons Football Club, LLC (“Atlanta Falcons”) is a Georgia limited liability company with its principal office or place of business at 440 Falcon Parkway, Flowery Branch, GA 30542.
2. Respondent is a professional football team and member of the National Football League.
3. The acts and practices of respondent as alleged in this complaint have been in or affecting commerce, as “commerce” is defined in Section 4 of the FTC Act.
4. Respondent has set forth on its website, www.atlantafalcons.com, privacy policies and statements about its practices, including statements related to its participation in the Safe Harbor privacy framework agreed upon by the U.S. and the European Union (“U.S.-EU Safe Harbor Framework”).

The Framework

5. The U.S.-EU Safe Harbor Framework provides a method for U.S. companies to transfer personal data outside of Europe that is consistent with the requirements of the European Union Directive on Data Protection (“Directive”). Enacted in 1995, the Directive sets forth European Union (“EU”) requirements for privacy and the protection of personal data.

Among other things, it requires EU Member States to implement legislation that prohibits the transfer of personal data outside the EU, with exceptions, unless the European Commission

integrity, access, and enforcement. To learn more about the Safe Harbor program, and to view The Atlanta Falcons Football Club, LLC's certification, please visit <http://www.export.gov/safeharbor>.

12. Through the means described in Paragraph 11, respondent represented, expressly or by implication, that it was a "current" participant in the U.S.-EU Safe Harbor Framework.
13. In truth and in fact, from September 2006 until November 2013, respondent was not a "current" participant in the U.S.-EU Safe Harbor Framework. Therefore, the representation set forth in Paragraph 12 is false and misleading.
14. The acts and practices of respondent as alleged in this complaint constitute deceptive acts or practices, in or affecting commerce, in violation of Section 5(a) of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this _____ day of _____, 2014, has issued this complaint against respondent.

By the Commission.

Donald S. Clark
Secretary

SEAL: