UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

COMMISSIONERS: Jon Leibowitz, Chairman
William E. Kovacic
J. Thomas Rosch
Edith Ramirez
Julie Brill

In the Matter of	)	
	)	
US SEARCH, INC.,	)	DOCKET NO.
a corporation, and	)	
	)	
US SEARCH, LLC,	)	
a limited liability company.	)	
	)	

COMPLAINT

The Federal Trade Commission, having reason to believe that US Search, Inc., a corporation, and US Search, LLC, a limited liability company have violated the provisions of the Federal Trade Commission Act, and it appearing to the Commissio

bankruptcies, tax liens, civil judgments, lawsuits, state criminal records, small claims and civil judgments, home value, email address, and publicly available online profiles. Respondents' "Reverse Lookup" service can return the name of an individual associated with a particular phone number or property address.

5.   Since June 2009, respondents have offered a "PrivacyLock" service to a y " and public respondents

processes each request and provide verifiable results that can be backed by our 1 year promise."

B.   "Why do I have to pay?"

"In addition to removing your information from the US Search website, your information will be suppressed from our affiliate and advertisers websites as well. Once again, this process is backed by our 1 year promise to remove any listings that may reappear at your request."

10.   Through the means described in Paragraphs 8 and 9, respondents represented, directly or indirectly, expressly or by implication, that the purchase or use of respondents' "PrivacyLock" would prevent a consumer's name from appearing on respondents' website, in respondents' advertisements, and in respondents' search results.

11.   In truth and in fact, in many instances respondents' "PrivacyLock" does not prevent the names of consumers from appearing on respondents' website, in respondents' advertisements, and in respondents' search results. The "PrivacyLock" does not block a consumer's information from appearing in the results of a "reverse search" on the consumer's phone number or address, or in a search of the consumer's address in real estate records. Further, the "PrivacyLock" does not block a consumer's name from showing up as an associate of someone else in a search for another person's name. When consumers change addresses, new records may be generated that are not be subject to the "PrivacyLock." When consumers have multiple records in existence (*e.g.*, John T. Smith and John Thomas Smith), the "PrivacyLock" may apply to only one record. Therefore, the representation set forth in Paragraph 10 was, and is, false or mi   c