
See Section 21(f) of the FTC Act, 15 U.S.C. § 57b-2(f)(f)(f)

with others. To learn additional information on protecting your personal information, we encourage you to read the FTC Consumer Alert, *Privacy: Tips for Protecting Your Personal Information*, available at <http://www.ftc.gov/bcp/edu/pubs/consumer/alerts/alt106.shtm>.

In the future, if you have any specific information suggesting that Rite Aid is not maintaining reasonable security of customer or employee information, you may contact the Consumer Response Center at (877) 382-4357, or file a complaint online at www.ftccomplaintassistant.gov.

In addition, such conduct also may be covered by the Health Insurance Portability and Accountability Act (“HIPAA”) Privacy Rule, which protects the privacy of individually identifiable health information. If you believe Rite Aid may have violated your rights under HIPAA, you can file a complaint with the Office for Civil Rights of the Department of Health and Human Services. Information on how to file a complaint can be found at <http://www.hhs.gov/ocr/privacy/hipaa/complaints/index.html>.

After considering your comment, the Commission has determined that the public interest would best be served by accepting the consent order. Thank you again for your letter.

By direction of the Commission.

Donald S. Clark
Secretary