

**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

CHITIKA, INC.,
a corporation.

DOCKET NO. C-4324

COMPLAINT

The Federal Trade Commission, having reason to believe that Chitika, Inc. has violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent Chitika, Inc. (“Chitika” or “respondent”) is a Delaware corporation with its principal office or place of business at 1800 West Park Drive, Westborough, Massachusetts, 01581.

2. The acts and practices of respondent as alleged in this complaint have been in or affecting commerc

publishers' websites and contra

Chitika encourages and promotes business practices that protect and honor the privacy

16. 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 seventh day of June, 2011, has issued this complaint against respondent.

By the Commission.

Donald S. Clark
Secretary