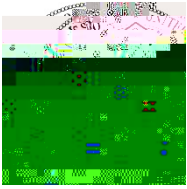


UNITED STATES OF AMERICA



of up to \$16,000 per violation per day (pursuant to Section 5(l) of the FTC Act).

Your comment also expresses concern that the Commission does not consider the comments submitted to it by members of the public. In fact, you allege that the “Commission’s practice of soliciting comments in these cases borders on being fraudulent and deceptive because the Commission never seems to make any changes in privacy consent decrees in response to public comments.” We respectfully disagree. The Commission has modified consent orders in response to public comments in the past.¹ Even when the Commission does not modify a consent decree following the comment period, it certainly does read and consider the points raised by the public. We

¹ See Press Release, FTC, FTC Approves Final Consent Order in Matter of Sony BMG Music Entertainment (June 29, 2007), *available at* <http://www.ftc.gov/opa/2007/06/fyi07258.shtm>; Press Release, FTC, FTC Approves Modified Final Order Settling Charges against Marketer of Four Loko Malt Beverage (February 12, 2013), <http://www.ftc.gov/opa/2013/02/fourloko.shtm>.