



Office of the Secretary

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

March 5, 2013

Pam Dixon  
Executive Director  
World Privacy Forum  
State of California

Re: In the Matter of Equifax Information Services LLC, File No. 102 3252

Dear Ms. Dixon:

Thank you for your comment regarding the Federal Trade Commission's consent agreement in the above entitled proceeding. The Commission has placed your comment on the public record pursuant to rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

The Commission appreciates your thoughtful consideration of this matter. Specifically, your comment: (1) asserts that the relief obtained from Equifax Information Services LLC ("Equifax") is inadequate; (2) asks whether affected consumers have been offered credit monitoring or other services; (3) expresses concern that Equifax's practices are continuing; and (4) requests that the consent agreement be revised to include more facts.

The Commission is committed to protecting consumers in financial distress as well as safeguarding consumer privacy and believes that the proposed order with Equifax will further this objective. The proposed consent order does not require Equifax to provide credit monitoring services to consumers whose names were included on the list.

to maintain reasonable procedures to limit the furnishing of prescreened lists to any person