



to help stores recover computers. Consumers must receive notice of and give their consent to the installation and use of location tracking technology at the time the computer is rented, and in most instances computer users must receive notice immediately prior to its activation. The notice requirement may be suspended, however, where the consumer reports the computer stolen – or there is otherwise a reasonable basis to believe that the computer has been stolen – and a police report is filed. These provisions provide these RTO stores effective means to locate and retrieve the computers.

The proposed orders also bar the use of deceptive tactics (including fake software registration screens) to collect personal information from consumers and prohibit other misrepresentations about consumer privacy. Similarly, the orders prohibit the use of information gathered from consumers using deceptive means to collect on consumer rental contracts.

In light of these considerations, the Commission has determined that the public interest would best be served by issuing the Decisions and Orders in this matter in final form without any modifications. The final Decisions and Orders and other relevant materials are available from the Commission's website <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work. The Commission thanks you again for your comment.

By direction of the Commission, Commissioner Wright participating.

Donald S. Clark
Secretary