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## FEDERAL TRADE COMMISSION

### 16 CFR Part 680

RIN 3084-AA96

#### Affiliate Marketing Rule

**AGENCY:** Federal Trade Commission (FTC).

**ACTION:** Extension of period to submit comments in response to notice of proposed rulemaking.

**SUMMARY:** In a *Federal Register* document published June 15, 2004, the FTC requested comment on a proposed rule that is required by Section 214(b) of the Fair and Accurate Credit Transactions Act of 2003 (FACT Act), with respect to entities subject to its jurisdiction under Section 621(a) of the Fair Credit Reporting Act (FCRA). Section 214(a) of the FACT Act amends the FCRA by adding a new section 624, which the proposed regulations implement by providing for consumer notice and an opportunity to prohibit affiliates from using certain information to make or send marketing solicitations to the consumer. The Commission is extending its comment period until August 16, 2004.

**DATES:** Comments addressing the proposed Affiliate Marketing Rule must be submitted on or before August 16, 2004.

**ADDRESSES:** Interested parties are invited to submit written comments. Comments should refer to "FACT Act Affiliate Marketing Rule, Matter No. R411006" to facilitate the organization of comments. A comment filed in paper form should include this reference both in the text and on the envelope, and should be mailed or delivered to: Federal Trade Commission, Office of the Secretary, Room H-159 (Annex Q), 600 Pennsylvania Avenue, NW., Washington, DC 20580. Comments containing confidential material must be filed in paper form clearly labeled "Confidential," and comply with Commission Rule 4.9(c), 16 CFR 4.9(c). Any comment filed in paper form should be sent by courier or overnight service, because U.S. postal mail in the Washington area and at the Commission is subject to delay due to heightened security precautions.

An electronic comment can be filed by (1) Clicking on [http://www.ftc.gov](#); (2) selecting "Federal Trade Commission" at "Search for Open Regulations;" (3) locating the summary of this Notice; (4) clicking on "Submit a Comment on this Regulation;" and (5) completing the form. For a given electronic comment, any information placed in the following fields—"Title," "First Name," "Last Name," "Organization Name," "State," "Comment," and "Attachment"—will be publicly available on the FTC Web site. The fields marked with an asterisk on the form are required in order for the FTC to fully consider a particular comment. Commenters may choose not to fill in one or more of those fields, but if they do so, their comments may not be considered.

Comments on any proposed filing, recordkeeping, or disclosure requirements that are subject to