

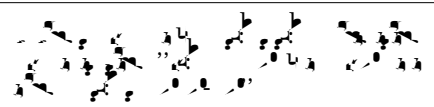


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Making Solicitations

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Second.

Third.

Fourth.

Fifth.

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Exceptions

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680.21() (4)

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Pre-existing Business Relationship Exception

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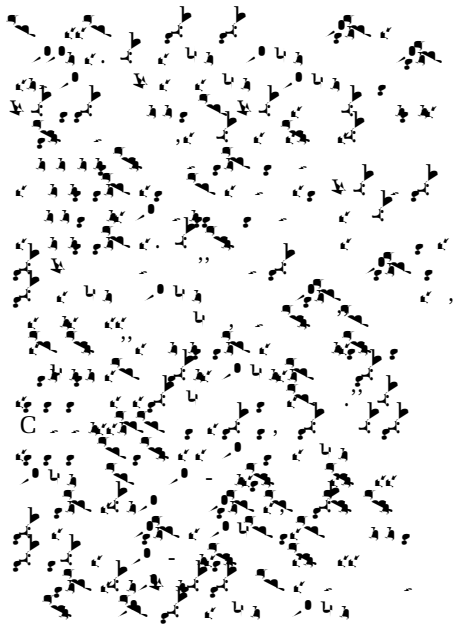
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680.21() (3)(ii)

680.20() (2)(iii)

680.21() (3)(iii)

Consumer Authorization or Request Exception

680.20() (5)

680.20() (3)

680.20() (2)(iii)

680.21() (3)(i)

680.21() (3)(f)

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680.20() (3)

680.21() (4)(i)

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680.21() (4)(ii)

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*Compliance with Applicable Laws
Exception*

680.20() (6)

624

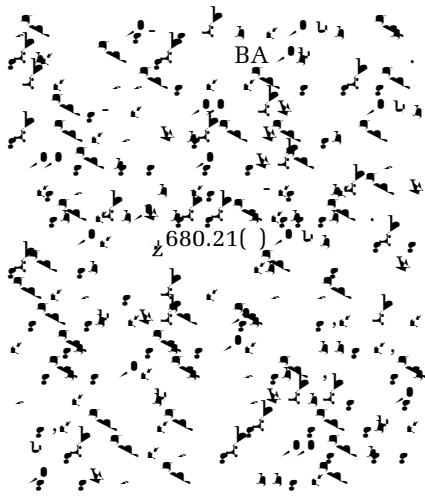
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Section 680.23 Contents of Opt-out Notice; Consolidated and Equivalent Notices

Contents in General

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*Section 680.24 Reasonable Opportunity
to Opt Out*

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[The following text is extremely faint and illegible due to heavy noise and low contrast. It appears to be a list of items or a detailed regulatory text.]

680.22() (3)

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680.22() (4)



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 Section 680.27 Renewal of Opt-out
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Prospective Application

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See <http://www.sba.gov/size/indexableofsize.html>.

See *supra*.

List of Subjects

16 CFR Part 680

16 CFR Part 698

PART 680—AFFILIATE MARKETING

- 680.1
- 680.2
- 680.3 D
- 680.4

214

214 rAC A
SUPPLEMENTARY INFORMATION

2. Summary of issues raised by comments in response to the initial regulatory flexibility analysis.

3()

Act. Paperwork Reduction Act. BA

3. Description and estimate of small entities affected by the final rule.

214 rAC AC

603() (2)(A), (1) 214
(1) (2)

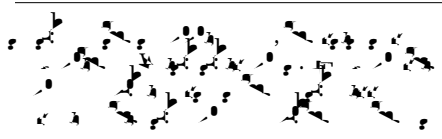
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B A \$6

4. Recordkeeping, reporting, and other compliance requirements.

SUPPLEMENTARY INFORMATION

5. Steps taken to minimize the economic impact on small entities.



(a) B

(aa)

(2) Exclusion of marketing directed at the general public. A

(3) Examples of solicitations. A

() You
680.1()

§§ 680.4–680.20 [Reserved]

§ 680.21 Affiliate marketing opt-out and exceptions.

() Initial notice and opt-out requirement (1) In general.

(a)

(aa)

(aaa)

(2) Example. A

B

(3) Examples where no pre-existing business relationship is created. (a)

(aa)

(aaa)

() Solicitation (1) In general.

(3) Affiliates who may provide the notice. ()

(a) B

(aa) A

() Making solicitations. (1) In general.

(a)

(aa)

(A)

(B)

(C) D

(aaa) A

(2) Receiving eligibility information from an affiliate, including through a common database.

(3) Receipt or use of eligibility information by your service provider. () (5)

() (1) (a) () (1) (aa)

A

(4) Use by an affiliate of its own eligibility information. () (1) (aa)



() A

A

() Duration of opt-out.

()

() Time of opt-out. A

§ 680.23 Contents of opt-out notice; consolidated and equivalent notices.

() Contents of opt-out notice (1) In general. A

(a) (c)

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1. 111 -0.000 0 * () / 1 11 -0.0044 (ABC () / 1 2 1 0 (") 4 () / 1 1 1 -0.00
"A cT1_1 1 Tf -0 compw (all ofe_1 ')Tj /T1saajtj /Tnies,

or multiple companies in the ABC group
or family of companies, for example, by
stating 4ties compaice is provided1 Tf 0 Tw 9 0 0 9 5413ABC,all o" ABC

(4) *At the time of an in-person transaction.*

(i) A
-B A, 15 .C.
6801 et seq.
A A,

(2) *Opt-out methods that are not reasonable and simple.*

do not
(i)

(ii)

(iii)

(5) *By including in a privacy notice.*

-B A

§ 680.25 Reasonable and simple methods of opting out.

() *In general.*

680.21() (1)(ii)

() *Examples (1) Reasonable and simple opt-out methods.*

(i) D

(ii)

(iii)

(iv)



