



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Office of the Secretary

March 25, 2014

Ms. Brandi Crosby

~~Re: Apple~~ 123108

Dear Ms. Crosby:

Thank you for your comment on 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.

In your comment, you express concerns about your child making unauthorized purchases on Apple devices. The proposed complaint and order here should help to address your concern. The proposed complaint alleges that Apple failed to obtain account holders' informed consent for in-app charges incurred by children. Under the proposed order, Apple must alter its business practices going forward to obtain express, informed consent to in-app charges before billing for such charges. The proposed order also will require Apple to provide full refunds to obta2 i holders who [(u)-7(eo pr)-2(r)-7(ei)-7(e)f-111 redereye to e3()]TJ -2uneo pu]TJ -r

and Order and other relevant materials are available on the Commission's website at <http://www.ftc.gov/enforcement/cases-proceedings/112-3108/apple-inc>. 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 dissenting.

Donald S. Clark
Secretary