

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

Office of the Secretary

March 25, 2014

Mr. Joshua Holman

Re: In the Matter of Apple Inc., File No. 1123108

Dear Mr. Holman:

Thank you for your comment on the Federal Trade Commission's proposed consent agreement in the above-entitled proceeding. The Commission has placed your comment on the public record pursuant to rule You

first question asks why the Commission has not asked Apple why it allows in-app charges to be made in children's apps at all, given that children might not understand the process for incurring charges. While the proposed order would not prohibit in-app charges in kids' apps, it would remedy the problem of unauthorized charges by kids by requiring Apple to provide basic information to parents, so that they can avoid charges by their kids or provide express informed consent to such charges. Your second question asks why the proposed order applies only to kids' apps. While the proposed complaint focuses on unauthorized in-app charges incurred in kids' apps, the proposed order requires Apple to obtain express, informed consent to in-app