



Office of the Secretary

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

March 25, 2014

Janus

~~Re: Apple, Inc.~~ 123108

~~Dear~~ titled 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 Commission takes these types of complaints seriously, as evidenced by the proposed complaint and order here, which deal with unauthorized purchases relating to in-app charges. The proposed complaint alleges that Apple failed to obtain account holder's 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

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