



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

Office of the Secretary

March 25, 2014

Ms. Rebeca Mendez

~~Rebeca Mendez~~ 123108

Dear Ms. Mendez:

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.

As you noted, your brother is making purchases on Apple devices. You also inquire about refunds. The proposed order here should help to address your concerns. The proposed complaint alleges that Apple failed to obtain account holders' informed consent for in-app charges incurred by users.

For the proposed order, Apple must alter its business practices going forward to ensure that it obtains informed consent for in-app charges. The Commission has determined that the proposed order is sufficient to remedy the violations alleged in the proposed complaint, and is in the public interest to issue the Decision and Order in final form. The final Decision

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