

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

Office of the Secretary

March 25 2014

Mr. Kevin Tuley

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

Dear Mr. Tuley

Thank you for your comment on the Federal Trade Commission 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.

The Commission appreciates your support of the proposed order. The Commission is committed to protecting consumers from unauthorized charges, including those incurred by children. The proposed complaint alleges that Apple failed to obtain account holder 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 account holders who have been billed by Apple for unauthorized in-app charges incurred by minors. If Apple's payments total less than \$32.5 million, it would remit the difference to the FTC. To effectuate refunds, Apple must send a clear notice to its consumers by April 15, 2014 that clearly and conspicuously discloses the availability of refunds and instructions on how to obtain such refunds. If you do not receive a notice from Apple by that date, please contact the FTC's Consumer Response Center at (877) 382-7325, or file a complaint online at www.ftccomplaintassistant.gov.

and Order and other relevant materials available on the Commission's website at <http://www.ftc.gov/enforcement/cases/proceedings/112-108/appleinc>. 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