

UNITED STATES OF AMERICA  
Federal Trade Commission

Office of the Secretary  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

March 31, 2014

Farrow  
State of Missouri

Re: In the Matter of Goldenshores Technologies, LLC, File No. 1323087

Thank you for your comment on the Federal Trade Commission's consent agreement with Goldenshores Technologies, LLC and Mr. Geidl ("respondents"). The Commission has placed your comment on the public record pursuant to Rule 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.

Your comment recommends that respondents pay a civil monetary fine. The Federal Trade Commission does not have authority to issue fines or civil penalties under the circumstances of this particular case. However, should respondents violate any term of the final order, they will be liable for civil monetary penalties of up to \$16,000 per violation (pursuant to Section 5(l) of the FTC Act).

The Commission is committed to safeguarding consumer privacy and believes the proposed order will accomplish this objective. In particular, Part I of the proposed order prohibits respondents from misrepresenting the extent to which its mobile applications collect, use, disclose, or share covered information. Part II also prohibits respondents from misrepresenting the extent to which users exercise control over the collection, use, disclosure, or sharing of information collected from or about them. Part II of the proposed order requires respondents to (1) disclose, among other things, the use of the Flashlight App.

After thoughtful consideration, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at [www.ftc.gov](http://www.ftc.gov). We thank you again for your comment.

By direction of the Commission

Donald S. Clark  
Secretary