

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

Office of the Secretary

March 10, 2014

Rodney Davis  
State of Georgia

Re: In the Matter of Aaron's, Inc., File No. 122 3264

Dear Mr. Davis:

Thank you for your comment regarding 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.

Your comment asks how you can determine if spyware was installed on a laptop you rented from Aaron's. The Commission understands that consumers may be concerned about whether an Aaron's franchisee uses monitoring technology to secretly gather information about themselves or family members who used the rented computer. The Commission's proposed order provides assurances that Aaron's and its franchisees will destroy previously collected webcam photos and other data if collected in a manner that would violate the terms of the proposed order. The proposed order will also prohibit Aaron's and its franchisees from surreptitiously collecting information from computer users in the future, by banning the use of monitoring technology on rented computers. If you have questions about whether PC Rental Agent was installed on a computer you rented from Aaron's store, you may contact Aaron's at 1-877-496-1606 for more information.

The Commission believes that the proposed consent order will provide strong protections for consumers' privacy and 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 <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work. Thank you again for your comment.

By direction of the Commission.

Donald S. Clark  
Secretary