

UNITED STATES OF AMERICA  
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Edith Ramirez, Chairwoman  
Julie Brill  
Maureen K. Ohlhausen  
Joshua D. Wright  
Terrell McSweeney

\_\_\_\_\_) )  
In the Matter of ) )  
 ) ) DECISION AND ORDER  
TRUE ULTIMATE STANDARDS ) )  
EVERYWHERE, INC., a corporation, ) ) DOCKET NO. C-4512  
d/b/a TRUSTe, Inc. ) )  
\_\_\_\_\_) )

DECISION AND ORDER

The Federal Trade Commission (“Commission” or “FTC”), having initiated an investigation of certain acts and practices of the Respondent in the caption hereof, and the Respondent having been furnished thereafter with a copy of a draft of complaint that the Bureau of Consumer Protection proposed to present to the Commission for its consideration and which, if issued by the Commission, would charge Respondent with violations of the Federal Trade Commission Act (“FTC Act”), 15 U.S.C. § 45 et seq.

The Respondent’s attorney, and counsel for the Commission having thereafter executed an Agreement Containing Consent Order (“Consent Agreement”), which includes: a statement by Respondent that it neither admits nor denies any of the allegations in the draft complaint, except as specifically stated in the Consent Agreement, and, only for purposes of this action, admits the facts necessary to establish jurisdiction; and waives and concedes as required by the Commission’s Rules and

The Commission having thereafter considered the matter and having determined that it had reason to believe that the Respondent violated the FTC Act and that a complaint should issue stating its charges in that respect, and having thereupon accepted the executed Consent Agreement and placed such agreement on the public record for a period of thirty (30) days for the receipt and consideration of public comments, and having duly considered the comment filed by interested persons, now in further conformity with the procedure prescribed in Commission Rule 2.34, 16 C.F.R. § 2.34, the Commission hereby issues its Order, makes the following jurisdictional findings, and enters the following Order:



D. The extent to which the person or entity is a member of, adheres to, complies with, is certified by, is endorsed by, or otherwise participates in any privacy program sponsored by Respondent.

II.

IT IS FURTHER ORDERED that Respondent, directly or through any corporation, subsidiary, division, or other device, including franchisees~~licensees~~, shall not provide to any

IV.

IT IS FURTHER ORDERED that Respondent shall maintain and upon request make available to the Federal Trade Commission for inspection and copying, a print or electronic copy of, for a period of ten (10) years from the date of preparation:

- A. A detailed explanation of assessments Respondent conducted during the preceding reporting period to determine the fitness of new applicants to any COPPA safe harbor program for membership in the program;
- B. A detailed explanation, including the frequency, of assessments Respondent conducted during the preceding reporting period to determine the continuing fitness of an existing participant in any COPPA safe harbor program for membership in the program;
- C. Any documents related to consumer complaints, received in the preceding reporting period, alleging violations of any COPPA safe harbor program by Respondent or by participants in any COPPA safe harbor program;
- D. Any documents related to records of disciplinary actions taken in the preceding reporting period against participants in any COPPA safe harbor program; and
- E. Any documents related to approvals of COPPA safe harbor program participants' use of verifiable parental consent mechanism under 16 C.F.R. § 312.11(d)(1).

V.

IT IS FURTHER ORDERED that within five (5) days of the date of service of this order, Respondent shall pay \$200,000 to the United States Treasury as disgorgement, as follows:

- A. The payment shall be made by wire transfer to the Treasurer of the United States, in accordance with instructions provided by the Federal Trade Commission CD



True Ultimate Standards Everywhere, Inc., FTC File No. 1323219. Provided, however, in lieu of overnight courier, notices may be sent by first class mail, but only if an electronic version