

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

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

In the Matter of)

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Dale Jarrett Racing Adventure, Inc. (J [(d)-8I)-4g2-2(d)-8(v Tw -o0.004r 2MC /P <</MCID 7 >>BDC -I)<
_____)

COMPLAINT

The Federal Trade Commission, having reason to believe that Dale Jarrett Racing Adventure, Inc., a corporation, has violated the Federal Trade Commission Act ("FTC Act"), and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent Dale Jarrett Racing Adventure, Inc., a Florida corporation with its principal office or place of business at 116 Street NW, Suite 302, Hickory, North Carolina 28601.
2. Respondent is a race car driving school that offers consumers an opportunity to ride in and drive genuine stock cars with professional drivers was founded by NASCAR champion Dale Jarrett.

transfer of personal data outside the EU, with exceptions, unless the European Commission (“EC”) has made a determination that the recipient jurisdiction’s laws ensure the protection of such personal data. This determination is referred to commonly as meeting the EU’s “adequacy” standard.

6. To satisfy the EU adequacy standard for certain commercial transfers, the U.S. Department of Commerce (“Commerce”) and the EC negotiated the EU Safe Harbor Framework, which went into effect in 2000. The EU Safe Harbor Framework allows U.S. companies to transfer personal data lawfully from the EU. To join the EU Safe Harbor Framework, a company must self-certify to Commerce that it complies with seven principles and related requirements that have been deemed to meet the EU’s adequacy standard.
7. Companies under the jurisdiction of the U.S. Federal Trade Commission (“FTC”), as well as the U.S. Department of Transportation, are eligible to join the EU Safe Harbor Framework. A company under the FTC’s jurisdiction that claims it has self-certified to the Safe Harbor principles, but failed to self-certify to Commerce, may be subject to an enforcement action based on the FTC’s deception authority under Section 5 of the FTC Act.
8. Commerce maintains a public website, www.export.gov/safeharbor, where it posts the names of companies that have self-certified to the EU Safe Harbor Framework. The listing of companies indicates whether their self-certification is “current” or “not current” and a date when recertification is due. Companies are required to self-certify every year in order to retain their status as “current” members of the Safe Harbor Framework.

Violations of Section 5 of the FTC Act

9. Since at least January 2015, respondent has disseminated or caused to be disseminated privacy policies and statements on the <http://www.racingadventure.com/privacy.html> website, including, but not limited to, the following statement

Dale Jarrett Racing adventure adheres to the US Safe Harbor

12. The acts and practices of respondent as alleged in this complaint constitute deceptive acts or practices, in affecting commerce, in violation of Section 5(a) of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this ___ day of _____ 2015, has issued this complaint against respondents.

By the Commission.

Donald S. Clark
Secretary

SEAL: