

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

COMMISSIONERS: Edith Ramirez, Chair (0-4((0-8142 0 Tc 0 Tw 9.0512.42d ()Tj EMC /P
received from interested persons, now in further conformity with the procedure prescribed in
Commission Rule 2.34, 16 C.F.R. §.34, the Commission hereby issues its complaint, makes the
following jurisdictional findings, and enters the following Order:

- B. obtaining affirmative express consent in writing from the individual for such dissemination.

**II.
PROHIBITION ON MISREPRESENTATIONS**

IT IS FURTHER ORDERED that Respondent, and Respondent's officers, agents, servants, employees, and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this order, whether acting directly or indirectly, in connection with the marketing, promoting, or offering for sale any good or service, is permanently restrained and enjoined from misrepresenting through a website or online service, expressly or by implication, any material fact, including but not limited to:

- A. Respondent's collection, use, disclosure, or deletion of personal information;
- B. Respondent's identity; and
- C. the identity of those providing content or sponsoring advertising displayed on or through a website or online service.

**III.
DISPOSITION OF PERSONAL INFORMATION**

- A. affirmative express written consent obtained from each individual whose intimate parts are exposed in a photograph or video shared by Respondent on a website or through an online service;
- B. all representations about Respondent's collection, use, disclosure, or sharing of personal information in connection with marketing, promoting, or offering for sale any good or service that involves the collecting or posting of personal information on a website or online service, including but not limited to the terms of use, frequently-asked questions, and privacy policies of such website or online service, for a period of five (5) years from the date of preparation or dissemination, whichever is later;
- C. all consumer complaints and content removal requests received by or on behalf of Respondent relating to Respondent's collection, use, disclosure, or sharing of personal information, for a period of five (5) years from the date received;
- D. all responses to the complaints and requests set forth in Part IV.C, for a period of five (5) years from the date sent;
- E. copies of all subpoenas and other communications with law enforcement entities or personnel relating to Respondent's collection, use, disclosure, or sharing of

