

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

In the Matter of

FILE NO. 172 3139

UNROLLME INC., a corporation,

**AGREEMENT CONTAINING
CONSENT ORDER**

The Federal Trade Commission (“Commission”) has conducted an investigation of certain acts and practices of Unrollme Inc. (“Proposed Respondent”). The Commission’s Bureau of Consumer Protection (“BCP”) has prepared a draft of an administrative Complaint (“draft Complaint”). BCP and Proposed Respondent, through its duly authorized officers, enter into this Agreement Containing Consent Order (“Consent Agreement”) to resolve the allegations in the attached draft Complaint through a proposed Decision and Order to present to the Commission, which is also attached and made a part of this Consent Agreement.

IT IS HEREBY AGREED by and between the Proposed Respondent and BCP, that:

1. The Proposed Respondent is Unrollme Inc., a Delaware corporation, with its principal office and place of business at 215 Park Avenue South, 3rd Floor, New York, New York 10038.
2. Proposed Respondent neither admits nor denies any of the allegations in the Complaint, except as specifically stated in the Decision and Order. Only for purposes of this action, Proposed Respondent admits the facts necessary to establish jurisdiction.
3. Proposed Respondent waives:

Proposed Respondent, in which event the Commission will take such action as it may consider appropriate, or issue and serve its Complaint (in such form as the circumstances may require) and decision in disposition of the proceeding, which may include an Order. *See* Section 2.34 of the Commission’s Rules, 16 C.F.R. § 2.34 (“Rule 2.34”).

5. If this agreement is accepted by the Commission, and if such acceptance is not subsequently withdrawn by the Commission pursuant to Rule 2.34, the Commission may, without further notice to the Proposed Respondent: (1) issue its Complaint corresponding in form and substance with the attached draft Complaint and its Decision and Order; and (2) make information about them public. Proposed Respondent agrees that service of the Order may be effected by its publication on the Commission’s website (ftc.gov), at which time the Order will become final. *See* Rule 2.32(d). Proposed Respondent waives any rights they may have to any other manner of service. *See* Rule 4.4.

6. When final, the Decision and Order will have the same force and effect and may be altered, modified, or set aside in the same manner and within the same time provided by statute for other Commission orders.

7. The Complaint may be used in construing the terms of the Decision and Order. No agreement, understanding, representation, or interpretation not contained in the Decision and Order or in this Consent Agreement may be used to vary or contradict the terms of the Decision and Order.

8. Proposed Respondent agrees to comply with the terms of the proposed Decision and Order from the date that Proposed Respondent signs this Consent Agreement. Proposed Respondent understands that they may be liable for civil penalties and other relief for each violation of the Decision and Order after it becomes final.

UNROLLME INC.

FEDERAL TRADE COMMISSION

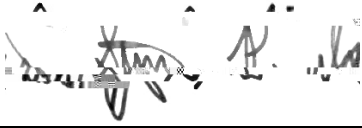
By: _____
Christiana Lin
General Counsel and Chief
Privacy Officer

By: _____
Amanda Koulousias
Attorney, Bureau of Consumer Protection

Date: _____ June 21, 2019

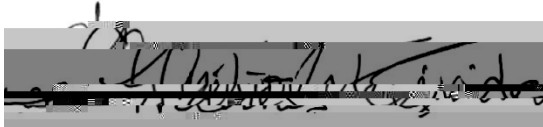
By: _____
Linda Holleran Kopp
Attorney, Bureau of Consumer Protection

APPROVED:



By: _____
Stuart P. Ingis
Venable LLP
Attorney for Proposed Respondent

By: _____
Laura Riposo VanDruff
Assistant Director
Division of Privacy & Identity Protection



By: _____
Emilio W. Cividanes
Venable LLP
Attorney for Proposed Respondent

By: _____
Maneesha Mithal
Associate Director
Division of Privacy & Identity Protection

Date: June 21, 2019 _____

By: _____
Andrew Smith
Director
Bureau of Consumer Protection

Date: _____

Findings

1. The Respondent is Unrollme Inc., a Delaware corporation, with its principal office or place of business at 215 Park Avenue South, 3rd Floor, New York, New York 10038.
2. The Commission has jurisdiction over the subject matter of this proceeding and over Respondent, and the proceeding is in the public interest.

ORDER

Definitions

For purposes of this Order, the following definitions apply:

- A. “Consumer Email” means any message to or from a consumer that is sent electronically via a network to a unique email address, and includes any subpart thereof and the content of the communication.
- B. “Covered

Provisions

I. Prohibition against Misrepresentations about Covered Information and Consumer Emails

IT IS ORDERED that Respondent, and Respondent's officers, agents, 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 any Covered Product must not misrepresent in any manner, expressly or by implication, the extent to which it accesses, collects, uses, stores, or shares Covered Information or Consumer Emails.

II. Required Notification About Respondent's Consumer Email Access

IT IS FURTHER ORDERED that Respondent must directly notify all Covered Consumers, who are not Inactive Users, and from whom Respondent or its parent access or collect email purchase receipts for use in market research products of the fact that Respondent or its parent access or collect email purchase receipts for use in market research products that are sold to third parties. Notification must be made by an email, consisting solely of the information contained in Exhibit A, sent within ten (10) days of the entry of this Order, with the subject line "Update: How We Use and Share Your Information" and without any other materials accompanying the email.

III. Required Deletion of Data

IT IS FURTHER ORDERED that Respondent, and its officers, agents, and employees who receive actual notice of this Order must, within ten (10) days from the date of entry of this Order, delete from Respondent and Respondent's parent's commercial production systems all stored email purchase receipts, and Covered Information or other content obtained from these receipts, that was collected from Covered Consumers who enrolled in a Covered Product prior to June 1, 2017, unless such consumer provides affirmative, express consent to such storage.

IV. Acknowledgments of the Order

IT IS FURTHER ORDERED that Respondent obtain acknowledgments of the receipt of this Order:

- A. Respondent, within 10 days after the effective date of this Order, must submit to the Commission an acknowledgment of receipt of this Order sworn under penalty of perjury.
- B. For 10 years after the issuance date of this Order, Respondent must deliver a copy of this Order to: (1) all principals, officers, directors, and LLC managers and members; (2) all employees having managerial responsibilities for conduct related to the subject matter of the Order, and all agents and representatives who participate in conduct related to the subject matter of the Order; and (3) any business entity resulting from any change in structure as set forth in the Provision titled Compliance Report and Notices. Delivery must occur within 10 days after the effective date of this Order for current personnel. For

all others, delivery must occur before they assume their responsibilities.

- C. From each individual or entity to which Respondent delivered a copy of this Order, Respondent must obtain, within 30 days, a signed and dated acknowledgment of receipt of this Order.

V. Compliance Report and Notices

IT IS FURTHER ORDERED that Respondent make timely submissions to the Commission:

- A. One year after the issuance date of this Order, Respondent must submit a compliance report, sworn under penalty of perjury, in which Respondent must: (1) identify the primary physical, postal, and email address and telephone number, as designated points of contact, which representatives of the Commission, may use to communicate with Respondent; (2) identify all of Respondent's businesses by all of their names, telephone numbers, and physical, postal, email, and Internet addresses; (3) describe the activities of each business, including the goods and services offered; (4) describe in detail whether and how Respondent is in compliance with each Provision of this Order; and (5) provide a copy of each Acknowledgment of the Order obtained pursuant to this Order, unless previously submitted to the Commission.
- B. Respondent must submit a compliance notice, sworn under penalty of perjury, within 14 days of any change in the following: (1) any designated point of contact; or (2) the structure of Respondent or any entity that Respondent has any ownership interest in or controls directly or indirectly that may affect compliance obligations arising under this Order, including: creation, merger, sale, or dissolution of the entity or any subsidiary,

process, pursuant to Sections 9 and 20 of the FTC Act, 15 U.S.C. §49, 57b-1.

VIII. Order Effective Dates

IT IS FURTHER ORDERED that this Order is final and effective upon the date of its publication on the Commission's website (ftc.gov) as defined in this Order will terminate 20 years from the date of its issuance (which date may be stated at the end of this Order, near the Commission's seal), or 20 years from the most recent date that the United States or the Commission files a complaint (without an accompanying settlement) in federal court alleging any violation of this Order, whichever comes later; provided, however, that the filing of such a complaint will not affect the duration of:

- A. Any Provision in this Order that terminates in less than 20 years;
- B. This Order's application to any Respondent that is not named as a defendant in such complaint; and
- C. This Order if such complaint is filed after the Order has terminated pursuant to this Provision.

Provided, further, that if such complaint is dismissed or a federal court rules that the Respondent did not violate any provision of the Order, and the dismissal or ruling is either not appealed or upheld on appeal, then the Order will terminate according to this Provision as though the complaint had never been filed, except that the Order will not terminate between the date such complaint is filed and the later of the deadline for appealing such dismissal or ruling and the date such dismissal or ruling is upheld on appeal.

By the Commission.

[April J. Taber
Acting Secretary

SEAL:
ISSUED

Exhibit A

[To appear with the Unrollme logo]

Dear [Customer]:

Below is an update on how we use and share your information. We collect information from transaction-related emails that you receive. These include:

- x receipts for things you bought
- x receipts for things you sold
- x confirmation notifications for deliveries and returns
- x confirmation emails when you register or cancel your registration
- x summaries of your transactions

We remove your personal information from the transaction-related emails and use that information to develop market research reports. We share the reports with Fortune 500 companies, household name brands, investment companies and other businesses. These companies may use the reports to learn about customer trends in their industries or for other business purposes.

You can learn more about how we collect and use your information by [reading our privacy policy](#). Please contact us at privacy@unroll.me:

- x you have any questions or comments about this privacy policy
- x you'd like us to update your information
- x you'd like us to update your preferences

If you want to delete your Unroll.me account, see [our FAQ](#) for instructions.