

Analysis of Proposed Consent Order to Aid Public Comment
In the Matter of Aleksandr Kogan and Alexander Nix, individuals
File Nos. 182 3106 and 182 3107

The Federal Trade Commission (“Commission”) has accepted, subject to final approval, two agreements containing consent orders from Aleksandr Kogan and Alexander Nix individuals.

The proposed consent orders have been placed on the public record for thirty (30) days for receipt of comments by interested persons. Comments received during this period will become part of the public record. After thirty (30) days, the Commission will again review the agreements and the comments received, and will decide whether it should withdraw from the agreements and take appropriate action or make final the agreements proposed order.

Aleksandr Kogan, until September 2018, was Senior Research Associate and Lecturer at the Department of Psychology at the University of Cambridge in the United Kingdom. Kogan was also the developer of a Facebook application called the GSRApp sometimes publicly referred to as the “isyourdigitallife” app.

Alexander Nix, until April 2018, was the Chief Executive Officer of Cambridge Analytica LLC and the head of SCL Elections Ltd.

The Commission’s proposed complaint alleges that Kogan, together with the data analytics company Cambridge Analytica, LLC, and its Chief Executive Officer, Alexander Nix used the GSRApp to harvest certain Facebook user profile data from approximately 250,000-270,000 Facebook users who directly interacted with the app (“App Users”), as well as 565 million of the “friends” in those users’ Facebook social network. The proposed complaint alleges that Respondents obtained the App Users’

