Analysis of Proposed Consent Order to Aid Public Comment In the Matter of LotaData, Inc. File No. 182 3194

The Federal Trade Commission ("Commission") has accepted, subject to final approval, an agreement containing a consent order from LotaData, Inc. ("LotaData" or "Respondent").

The proposed consent order ("proposed order") has 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 agreement and the comments received, and will