

UNITED STATES OF AMERICA  
BEFORE THE FEDERAL TRADE COMMISSION

In the Matter of	)	
	)	
LotaData, Inc.	)	FILE No. 1823194
	)	
a corporation.	)	AGREEMENT CONTAINING
	)	CONSENT ORDER
	)	
	)	

The Federal Trade Commission (“Commission”) has conducted an investigation of certain acts and practices of LotaData, 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 officer 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 Proposed Respondent and BCP that:

1. Proposed Respondent, LotaData, Inc. is a Delaware corporation with its principal office or place of business at 69 11th Street, San Francisco, CA 94103.
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:
  - A. Any further procedural steps;
  - B. The requirement that the Commission’s Decision contain a statement of findings of fact and conclusions of law; and
  - C. All rights to seek judicial review or otherwise to challenge or contest the validity of the Decision and Order issued pursuant to this Consent Agreement.
4. This Consent Agreement will not become part of the public record of the proceeding unless and until it is accepted by the Commission. If the Commission accepts this Consent Agreement, it, together with the draft Complaint, will be placed on the public record for thirty (30) days and information about them publicly released. Acceptance does not constitute final approval but it serves as the basis for further actions leading to final disposition of the matter. Hereafter, the Commission may either withdraw its



APPROVED:

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MARK EICHORN  
Assistant Director  
Division of Privacy and Identity Protection

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MANEESHA MITHAL  
Associate Director  
Division of Privacy and Identity Protection

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ANDREW SMITH  
Director  
Bureau of Consumer Protection