



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Office of the Secretary

December 20, 2021

Electronic Privacy Information Center
Attn: John Davisson, Senior Counsel

Re: *In the Matter of Support King, LLC (SpyFone.com)*
FTC File No. 192 3003, FTC Docket No. C-4756

Dear Mr. Davisson:

Thank you for your comment regarding the Federal Trade Commission's proposed consent agreement in the above-titled proceeding against Support King, LLC, formerly doing business as SpyFone.com, and Scott Zuckerman (collectively, "SpyFone"). The Commission has placed your comment on the public record pursuant to rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

The Electronic Privacy Information Center's ("EPIC") comment "commends the FTC for the proposed Consent Order and urges that it finalize the Order as is." Your comment also generally "urges the Commission to employ similar bans in future data protection enforcement actions," and "to improve coordination with other agencies in the future to protect consumers from privacy harms."

As you note, the proposed order includes a ban on SpyFone licensing, advertising, marketing, promoting, distributing, or offering for sale any monitoring product or service. The Commission is committed to protecting consumer privacy and security, and the Commission will strongly consider seeking similar relief in future cases where a ban is necessary to ensure that consumers' privacy and security are protected going forward. The Commission is also dedicated to continuing to coordinate with other agencies, both domestically and abroad. The Commission

routinely coordinates with state,¹ federal,² and non-profit³ partners, as well as our international counterparts,⁴ to protect consumers from privacy harms.

In light of these considerations, the Commission has determined that the public interest would best be served by issuing the Decision and Order in the above-titled proceeding in final form without any modifications. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and it thanks you again for your comment.

By direction of the Commission.

April J. Tabor
Secretary

¹ See *FTC & People of the State of NY v. Google LLC & YouTube, LLC*, No. 1:19-cv-2642 (D.D.C. Sept. 6, 2019); *FTC v. Equifax Inc.*, No. 1:19-cv-03297-TWT (N.D. Ga. July 22, 2019) (partnered with 50 U.S. states and territories); *FTC & State of Nevada v. Emp Media, Inc.*, No. 2:18-cv-00035 (D. Nev. Jan. 9, 2018); *FTC & State of New Jersey v. Vizio, Inc.*, No. 2:17-cv-00758 (D.N.J. Feb. 6, 2017); *FTC v. Ruby Corp.*, No. 1:16-cv-02438 (D.D.C. Dec. 14, 2016) (partnered with 13 states and the District of Columbia).

² See *FTC v. Equifax Inc.*, No. 1:19-cv-03297-TWT (N.D. Ga. July 22, 2019) (partnered with the Consumer Financial Protection Bureau).

³ See *In the Matter of Retina-X Studios, LLC*, FTC File No. 172 3118 (Oct. 22, 2019) (partnered w);3 T9.96um5w 4.012 0 Td(-)T9.,5w