



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Bureau of Consumer Protection
Division of Privacy and Identity Protection

April 17, 2023

Via Electronic Mail (lbrett@bbbnp.org)

Laura Brett, Esq.
Vice President
National Advertising Division
112 Madison Avenue, 3rd Floor
New York, NY 10016

Re: Advertising for Zscaler Zero Trust Exchange Platform

Dear Ms. Brett:

: H K D Y H U H Y L H Z H G W K H 1 D W L R Q D O \$ 3 0 Y O R U \$ V O L W E L Q H W L Z Y R L U M L
challenge regarding advertising by V F D O H U , Q F for its Zero Trust Exchange
Platform. In your November 30, 2022, referral letter, you advised us that Zscaler raised only
jurisdictional arguments in its initial response to the challenge, and declined to further
participate in the NAD process.

Laura Brett, Esq.
April 17, 2023
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not to be construed as