



United States of America  
FEDERAL TRADE COMMISSION  
Washington, D.C. 20580

Office of the Secretary

April 11, 2013

*In the Matter of DesignerWare, LLC; Timothy Kelly and Ronald P. Koller; Aspen Way Enterprises, Inc.; B. Stamper Enterprises, Inc.; C.A.L.M. Ventures, Inc.; J.A.G. Rents, LLC; Red Zone, Inc.; Showplace, Inc.; and Watershed Development Corp.  
File No. 112 3151, Docket No. C-4390 Through Docket No. C-4398*

Thank you for your comment regarding the Federal Trade Commission's consent agreements in the above-entitled proceeding. 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.

Your comment urges the Commission to impose stronger penalties on the respondents in this matter. The Commission is committed to safeguarding consumer privacy and believes the proposed orders will substantially protect consumers and help deter future privacy violations by rent-to-own companies ("RTO stores") using monitoring and/or tracking technologies. The proposed orders ban DesignerWare and its owners from using or providing third parties with technology that allows RTO stores to monitor computers rented to consumers. The proposed orders with the RTO stores similarly ban them from using such technology in connection with a covered RTO transaction.<sup>1</sup> The proposed orders also prohibit DesignerWare, its owners, and the RTO stores from using geographical tracking technology to gather information from any computer without providing clear and prominent notice to and obtaining affirmative express consent from the computer's renter at the time the computer is rented. Computer users must also receive clear and prominent notice immediately prior to each time tracking technology is activated.

In addition, the proposed orders prohibit DesignerWare, its owners, and the RTO stores from the deceptive collection of

