

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

consent). Further, the proposed orders bar misrepresentations about the privacy or security of any personal information gathered from or about consumers. Should DesignerWare, one of its owners, or an RTO store violate any term of a final order, it could be liable for civil penalties of up to \$16,000 per violation of any term of the order, or up to \$16,000 per day in the case of continuing violations (as provided by Section 5(l) of the FTC Act, 45 U.S.C. § 45(l), as adjusted by 16 CFR 1.98(c)). Given these strong injunctive provisions, the Commission believes that the orders contain significant relief that will safeguard consumers' privacy.

Accordingly, the Commission has determined that the public interest would best be served by issuing the Decisions and Orders in this matter in final form without any modifications. The final Decisions and Orders 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. The Commission thanks you again for your comment.

By direction of the Commission, Commissioner Wright not participating.

Donald S. Clark
Secretary