



Office of the Secretary

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

March 10, 2014

Michael Mand
State of Texas

Re: In the Matter of Aaron's, Inc., File No. 122 3264

Dear Mr. Mand:

Thank you for your comment regarding the Federal Trade Commission's consent agreement 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 accept the settlement and seek stronger penalties against Aaron's, Inc., including a monetary and criminal sanctions for the Aaron's officials responsible for "egregious invasions of privacy." The Commission lacks authority to obtain civil or criminal penalties for the unlawful conduct alleged in this proceeding. Further, the Commission does not have information about the particular monetary harm that Aaron's conduct caused specific consumers that would provide a basis to compensate any such individuals. However, should Aaron's violate any term of the final order, it could be liable for civil monetary penalties of up to \$16,000 per violation (pursuant to Section 5(l) of the FTC Act).

The Commission believes that the proposed order will substantially protect consumers and effectively deter future privacy violations by Aaron's and its network of franchised rent-to-own stores. The order, which is effective for 20 years, bans Aaron's from using monitoring technology on computers rented to consumers. In addition, it generally prohibits Aaron's from using geographical tracking technology to gather information from any rented consumer product without obtaining affirmative express consent from the consumer at the time of rental and providing clear and prominent notice to computer users immediately prior to each time tracking technology is activated. The Commission's proposed order also provides assurances that Aaron's and its franchisees will destroy previously collected webcam photos and other data if collected in a manner that would violate the terms of the proposed order.

Accordingly, the Commission believes that the proposed consent order will provide strong protections for consumers' privacy and has determined that the public interest would best be served by issuing the Decision and Order 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 hear from a variety of sources in its work. Thank you again for your comment.

By direction of the Commission.

Donald S. Clark
Secretary