Analysis of Proposed Consent Order to Aid Public Comment
***In the Matter of* LightYear Dealer Technologies, LLC d/b/a DealerBuilt**
File No. 1723051

The Federal Trade Commission ("Commission") has accepted, subject to final approval, an agreement containing a consent order from LightYear Dealer Technologies, LLC, also doing business as DealerBuilt ("Respondent").

The proposed consent order ("proposed order") has been placed on the public record for thirty (30) days for receipt of comments by interested persons. Comments received during this period will become part of the public record. After thirty (30) days, the Commission will again review the agreement and the comments received, and will decide whether it should withdraw from the agreement and take appropriate action or make final the agreement's proposed order.

This matter involves DealerBuilt ("DealerBuilt"), a technology company that develops and sells dealer management system software and data processing services to automotive dealerships nationwide. Respondent has stored personal information about more than 14 million consumers.

The Commission's proposed two-count complaint alleges that Respondent
of the Gramm-Leach-Bliley Act ("GLB").

First, the proposed complaint alleges that Respondent has e
unreasonable security practices that led to a hacker's unauthorized
information about 12.5 million consumers. During that breach, the
downloaded the personal information of approximately 70,000 cons
contained in the back-up directories of five DealerBuilt customers.
complaint alleges that Respondent:

- failed to develop, implement, or maintain a written organiza
security policy;

- failed to implement reasonable guidance or training for emp
contractors, regarding data security and safeguarding consu
information;

- failed to assess the risks to the personal information stored
by conducting periodic risk assessments or performing vuln
penetration testing of the network;

- faiTJ -1bbc 0.2-22 (y (t)on i)-2(or)3d or0.004- or0.0yw [

at discrete intervals to identify data security events (e.g., unauth
exfiltrate consumers' personal information across the company's
verify the effectiveness of protective measures;

Part II of the proposed order requires Respondent to obtain initial and biennial data security assessments for twenty years.

Part III of the agreement requires Respondent to disclose all material facts to the assessor and prohibits Respondent from misrepresenting any fact material to the assessments required by Part II.

Part IV requires Respondent to submit an annual certification from a senior corporate manager (or senior officer responsible for its information security program) that Respondent has implemented the requirements of the Order, is not aware of any material noncompliance that has not been corrected or disclosed to the Commission, and includes a brief description of any covered incident involving unauthorized access to or acquisition of personal information.

Part V requires Respondent to submit a report to the Commission of its discovery of any covered incident.

Part VI is a prohibition against violating GLB.

Parts VII through X of the proposed order are reporting and compliance provisions, which include recordkeeping requirements and provisions requiring Respondent to provide information or documents necessary for the Commission to monitor compliance. Part XI states that the proposed order will remain in effect for 20 years, with certain exceptions.

st thieommin e3eoposed order rdkepro aioni