

UNITED STATES OF AMERICA  
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Joseph J. Simons, Chairman  
Noah Joshua Phillips  
Rohit Chopra  
Rebecca Kelly Slaughter  
Christine S. Wilson

In the Matter of

Cambridge Analytica, LLC,  
a corporation.

DOCKET NO. 9383

FINAL ORDER

The Commission has heard this matter upon Complaint Counsel's Motion for Summary Decision, which has not been opposed by Respondent. For the reasons stated in the accompanying Opinion of the Commission, the Commission has determined to GRANT the Motion for Summary Decision. Accordingly,

IT IS ORDERED that the following Order to cease and desist be, and hereby is, entered:

ORDER

DEFINITIONS

For purposes of this Order, the following definitions shall apply:

- A. "Covered Information" means the following information from or about an individual consumer including: (a) a first and last name; (b) a physical address or precise geolocation; (c) an email address or other online contact information, such as an instant messaging user identifier or a screen name; (d) a telephone number; (e) a Social Security number; (f) a driver's license or other government-issued identification number; (g) a financial institution account number; (h) credit or debit card information; (i) a persistent identifier, such as a customer number held in a "cookie," a mobile device ID, or processor serial number; (j) data fields that can be accessed or collected through Facebook from or about Facebook Users or their Friends (e.g., "likes," "hometowns," "birthdates," "photos," "gender," "educational information," "religious or political views," or "marital" or other "relationship" status); (k) information that is created, maintained, or accessed by the consumer (e.g., messages); (l) any data regarding a consumer's activities

online (e.g., searches conducted, web pages visited, or content viewed); or (m) any user credentials, such as a username and password.

B. "Facebook" means Facebook, Inc., its wholly or partially owned subsidiaries, unincorporated divisions, joint ventures, operations under assumed names, and affiliates, and all directors, officers, members, employees, agents, consultants, and other persons working for or on behalf of the foregoing.

C. "GSRApp" means all iterations of the GSRApp Facebook application that first began operating on the Fip(r)-7 (a)4 he foln M(r)3 a-4 ( ey)-2 (n24 T..)-10 ( )]TJ 0.067 so

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III.  
REQUIREMENT TO MEET CONTINUING OBLIGATIONS UNDER PRIVACY  
SHIELD

IT IS FURTHER ORDERED that Respondent and Respondent's officers, agents, employees, and attorneys, and all other persons in active ~~con~~ participation with any of them, who receive actual notice of this Order, whether acting directly or indirectly, in connection with any product or service shall not possess or control personal information from European Union residents that Respondent ~~re~~ceived while it participated in the EU



electronically stored information, including, but not limited to, computer access codes and passwords.

IT IS FURTHER ORDERED that Respondent shall provide notice to the Commission of the proposed abandonment of any corporate books or records of Respondent.

VII.  
ORDER EFFECTIVE DATES

IT IS FURTHER ORDERED that the final and effective date of this Order is the 60th day after this Order is served. This Order will terminate on November 25, 2039, or twenty (20) years from the most recent date that the United States or the Commission files a complaint (with or without an accompanying settlement) in federal court alleging any violation of this Order, whichever comes later; *provided, however*, that the filing of such a complaint will not affect the duration of:

- A. Any Provision in this Order that terminates in less than twenty (20) years;
- B. This Order's application to any Respondent that is not named as a defendant in such complaint; and
- C. This Order if such complaint is filed after the Order has terminated pursuant to this Provision.

*Provided, further*, that if such complaint is dismissed or a federal court rules that the Respondent did not violate any Provision of the Order, and the dismissal or ruling is either not appealed or upheld on appeal, then the Order will terminate according to this Provision as though the complaint had never been filed, except that the Order will not terminate between the date such complaint is filed and the later of the deadline for appealing such dismissal or ruling and the date such dismissal or ruling is upheld on appeal.

By the Commission.

April J. Tabor  
Acting Secretary

SEAL:  
ISSUED: November 25, 2019