



Office of the Secretary

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

March 10, 2014

Collazo
State of Georgia

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

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 asks how you can determine if spyware was installed on a computer you previously rented from Aaron's, Inc. The Commission understands that consumers may be concerned whether an Aaron's franchisee used monitoring technology to secretly gather information about themselves or family members who used the computer. The Commission's proposed order 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. If you have questions about whether PC Rental Agent was installed on a computer you rented from an Aaron's store, you may contact Aaron's at 1-877-496-1606 for more information.

Your comment also characterizes the conduct alleged in the Commission's complaint against Aaron's as "extremely invasive" because "people could just spy on me and my family without our consent." The Commission agrees that Aaron's franchisees' undisclosed use of monitoring technology on computers rented by consumers caused substantial harm to those individuals. Accordingly, the proposed order bans the use of monitoring technology on rented computers, except when invited by the consumer for technical assistance with the computer, and generally prohibits geophysical location tracking on any rented consumer item unless consumers receive clear, prominent notice and provide their affirmative express consent.

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 to hear from a variety of sources in its work. Thank you again for your comment.

By direction of the Commission.

Donald S. Clark
Secretary